BUSINESS & FINANCE
DETROIT PUBLIC LIBRARY OCTOBER 1, 1951

BROADCASTING
TELECASTING

DETROIT PUBLIC LIBRARY
TECHNOLOGY DEPT
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TECHNOLOGY DEPT.

PUBLIC LIBRARY
OCT 4 1951
DETROIT

No. 4 IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Public Service

IN IOWA, WHO IS THE PREFERRED PUBLIC SERVICE STATION

Ever since the birth of radio, the industry's wisest leaders have recognized radio's potentialities and responsibilities in the public welfare. They have understood that sound Public Service, far from being a mere restraint or "tax" on the industry, is its best justification for existence, *its best "life insurance" for building and holding the esteem and confidence of the nation.*

Station WHO has always put Public Service at the top of its programming activities. Not second or third or tenth. *First.* WHO is the spark plug for dozens of public-service projects which *regularly* enlist the hearts, minds, pocketbooks and *work* of millions of citizens in Iowa Plus.

*For instance:* Our European Relief Project, carried almost daily on our station for several years, has sent many tons of food and clothing (over 54,000 parcels, by very conservative estimate) to needy Europeans. One typical listener recently reported shipments of over 500 lbs. — forwarded us such grateful European responses as: "With all our heart we thank you again and again for your true friendship and we pray the Great God might always beware you from all what is terrible" — etc., etc.

*Another for instance:* Our Annual Corn Belt Plowing Match and Soil Conservation Day has drawn up to 100,000 farmers per year, to witness newest agricultural developments. Of one such recent Day, the Chief of the U. S. Soil Conservation Service said *"this is perhaps the most important thing that has taken place on American farm lands for 350 years"* . . .

*More for instances:* Every day of the week, WHO carries at least one hour of Public Service programs, including "The Billboard" (a highly popular and effective program exclusively devoted to special appeals) — "Veterans' Forum" (in which veterans' problems are discussed and solved) — "Flight Lines" (in which the Director of the Iowa Aeronautics Commission speaks) — "Iowa Roundtable" (forums and panels conducted by civic leaders) — "Governor Beardsley Hour" (our State's First Executive) — "Country Home" (a program for farm women) — "Highways to Safety", "National Guard Show", "News and Views About Religion", and hosts of others, including *many* church services. All of these are sponsored . . . *by WHO only!*

This is Point Four in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

# WHAS-TV ...the nation's most powerful television station

PRESENTS...

## EARLY EVENING *Theatre*

MONDAY — FRIDAY
5:00 — 6:00 P.M.

**Especially for participating sponsors**

EARLY EVENING THEATRE . . . sure-fire feature films for spot advertisers . . . Louisville's only across-the-board movies . . . high sets in use because most Louisville factories and plants change their shifts between 3:00 and 4:00 p.m. (according to the Department of Economic Security) and schools let out early . . . top family audiences in class B time. See your Petry man.

*More than twice the power of Louisville's second station*

**Basic CBS interconnected Affiliate**

serving a market of 100,000 television homes.

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

# you can do a lot better on the inside . . .

When you use WTRY in the Albany-Troy-Schenectady market you're warmly welcomed by the whole family—the WTRY family, *largest audience in the market morning, afternoon, and evening.* You're not on the outside looking in.

Station B, failing to deliver the WTRY size audience in the market, boasts outside coverage at twice WTRY rates. But you know you can do a lot better *on the inside* with WTRY.

# WTRY

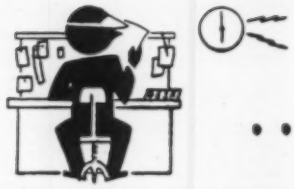
**The CBS Radio Network**

5000 Watts at 980 KC

**REPRESENTED BY HEADLEY-REED**


Published every Monday, 53rd and 54th issues (Yearbook Numbers) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# BROADCASTING TELECASTING



# ...at deadline

## Closed Circuit

IS PRESIDENT TRUMAN's "security" order to federal agencies (see page 29) intended as preliminary to restoration of full-fledged Office of Censorship? It's known in recent months key officials who served in World War II censorship have been advised that recall to service is possible. President's directive last week may be part of Administration strategy to create a clamor for reactivation of censorship office as better solution to security question than agency-by-agency security review.

ABC, sweating out FCC action on its projected $25 million-plus merger with United Paramount, is confronted with prospects of new financing unless approval is forthcoming reasonably soon. With its leases in New York, Chicago, San Francisco and Los Angeles expiring in April 1952 (NBC is its landlord) it will require an estimated $5 million to $7.5 million for housing alone by that time.

NEW NATIONAL radio-advertiser merchandising premium plan will be announced this week by Radio Dollars Inc., sparked by Ben Strouse, WWDC Washington, and Howard Rudolph, WITH Baltimore. Franchises will be offered as one-station exclusive in each community. Idea envisages radio advertisers giving out "radio dollars" with purchase of each of their products, redeemable in nationally-advertised premiums.

BECAUSE NBC is 100% owned by RCA, actual figures on network's revenues heretofore have never been made public but were integrated in overall RCA accounts. Current brochure titled, "RCA, What It Is—What It Does," breaks down these figures. In 1950 NBC did $92,373,000, or 15.8% of gross RCA revenue. In 1949 it amounted to $72,867,000, or 18.3% of RCA's gross that year.

DESPITE GLOOMY reports on confirmation of FCC Comr. Frieda B. Hennock for New York Federal judgeship after opposition got in licks last week (see story page 31) there's still plenty of wise money around betting Miss Hennock will don judicial toga. At worst, it's thought, Senate might not act prior to mid-October adjournment, which then would leave way open for recess appointment by President Truman and confirmation at next session.

AMERICAN TOBACCO Co. reportedly making plans for using Jack Benny on CBS-TV six or more times during coming year, replacing telecasts of *This Is Show Business* (Sun., 7:30-8 p.m.) at five-week intervals beginning Nov. 4. Company sponsors Benny program regularly on CBS radio, Sun., 7-7:30 p.m. BBDO, N. Y. is agency.

WHEN CBS Television formally begins operation of its TV station in Los Angeles from new transmitter site on Mt. Wilson on Oct. 28 call letters will be switched from KTSL (for Thomas S. Lee) to KNXT, tying in with its

*(Continued on page 114)*

## Upcoming

**Oct. 2: Hearing resumes on New York District Court Judgeship Nomination of FCC Comr. Frieda Hennock, Executive Session of Senate Judiciary Committee, Senate Office Bldg., Washington.**

**Oct. 2-3: NARTB Television Program Standards Committee meeting, NARTB Hdqrs., Washington.**

**Oct.4-5: Kentucky Broadcasters Assn., Hotel Beecher, Somerset, Ky.**

**Oct. 4-6: District 14 NARTB Meeting, Hotel Utah, Salt Lake City, Utah.**

**Oct. 8-9: District 17 NARTB Meeting, Davenport Hotel, Spokane, Wash.**

**(More Upcomings on page 30)**

## Bulletins

JOSEPH E. BAUDINO, general manager of Westinghouse Radio Stations Inc., elected vice president and director. He succeeded Walter E. Benoit as general manager July 1 when latter was named general manager of parent Westinghouse Electric Corp. Air-Arm Division, Baltimore. Mr. Benoit resigned WRS vice presidency but was re-elected director. Mark W. Cresap Jr., vice president of parent firm and assistant to president, erected WRS director. E. C. Dehne, assistant secretary-treasurer of parent company, elected WRS assistant treasurer.

WALTER WINCHELL has signed lifetime contract with ABC, network disclosed Friday. It is understood he will continue to broadcast for present sponsor, Warner-Hudnut Co. He will serve as consultant to ABC in addition to duties as newscaster.

### ASCAP WOULD PREJUDICE BMI VIDEO LICENSEES

ASCAP has served notice it intends to ask U. S. District Court, Southern District of New York, to modify interim television fee to: 1, consider station income from spot adjacencies in per program rates, and 2, refuse per program licenses to stations that are BMI licensees.

Society currently engaged in court battle with All-Industry Television Per Program Committee. ASCAP indicated its intent to examine some TV station owners.

### MAINE GROUP PROTESTS TREASURY BOND TACTICS

MAINE Broadcasters Assn. sent strong protest to U. S. Treasury Secretary John W. Snyder and Portland office because of letter from Savings Bond Division asking stations "to join with other groups in sponsoring newspaper advertisements . . . The local newspapers have ads and mats and will be pleased to show them to you."

Murray Carpenter, WABI Bangor, on behalf of association, called Treasury request "outrageously discriminatory." He reminded that radio has donated huge amounts of time and talent to bond sales and asked that Treasury issue similar letter asking retailers to purchase radio advertising.

## Business Briefly

HOOD RADIO-TV ● Hood Rubber Co., Watertown, Mass., buying spot announcements in 41 radio markets starting Oct. 15 for 10 weeks for its farm division; also buying spot TV in seven major markets for women's division. Agency, McCann-Erickson, New York.

ARMY SPOT TEST ● Headquarters, New York Military District, Organized Reserve Corps, U. S. Army, to Getshal & Richard, New York, for test radio spot campaign in 14 New York state markets (excluding New York City), scheduled to begin this week. Length of test depends on results. If successful, expansion is contemplated.

TIDE PLACING ● Procter & Gamble Co., Cincinnati (Tide), placing additional spot radio campaign starting Oct. 8 for 52 weeks. Agency, Benton & Bowles, New York.

CLORETS PLAN ● American Chicle Co., New York (Clorets), understood to be adding several radio markets starting Oct. 1-Nov. 30. Agency, Dancer-Fitzgerald-Sample, New York.

RELIGIOUS SERIES ● Baltimore Tabernacle adding 15 to 20 radio markets for its one-hour *Tabernacle Show*, 52 weeks. Agency, Walter F. Bennett, Philadelphia.

### FELLOWS COMPLETES COMMITTEE ASSIGNMENTS

SECOND NARTB standing committee—AM—named Friday by President Harold E. Fellows along with board committees covering by-laws, convention and membership. New committees follow:

AM Committee—Glenn Shaw, KLX Oakland, chairman; William C. Grove, KFBC Cheyenne, Wyo.; Edgar Kobak, WTWA Thomson, Ga.; Harry W. Linder, KLWM Willmar, Minn.; John Esau, KTUL Tulsa; John Patt, WJR Detroit; Lee Little, KTVC Tucson; G. Richard Shafto, WIS Columbia, S. C.; F. C. Sowell, WLAC Nashville. Alternates: R. A. Borel, WBNS Columbus; Richard H. Mason, WPTF Raleigh; John Elmer, WCBM Baltimore; Simon B. Goldman, WJTN Jamestown, N. C.

Board By-Laws—A. D. Willard Jr., WGAC Augusta, Ga., chairman; Leonard Kapner, WCAE Pittsburgh; W. D. Rogers Jr., KEYL (TV) San Antonio.

Board Convention—James D. Shouse, WLW Cincinnati, chairman; Harold Wheelahan, WSMB New Orleans; Merrill Lindsay, WSOY Decatur, Ill.; George B. Storer, Fort Industry stations.

Board Membership—Radio, active and associate: Craig Lawrence, WCOP Boston, chairman; Thad Holt, WAPI Birmingham; Richard M. Fairbanks, WIBC Indianapolis; Kenyon Brown, KWFT Wichita Falls, Tex.; H. Quenton Cox, KGW Portland, Ore.; Calvin J. Smith, KFAC Los Angeles; Jack Todd, KAKE Wichita. Television, associate: Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Raibourn, KTLA (TV) Los Angeles; Eugene S. Thomas, WOR-TV New York. (Television active membership committee comprises entire TV board.)

### Y & R EXECUTIVE CHANGES

CHANGES in key personnel announced by Sigmund S. Larmon, president, Young & Rubicam, New York Walter K. Nield, vice president in charge of art, named senior account supervisor on General Foods Corp. Frederick S. Sergenian, vice president and manager of art department, succeeds Mr. Nield. Replacing Mr. Sergenian is Walter P. Glenn, art supervisor.

OPERATION

**SPECIAL EVENT**

May 19, 1951 was General Michaelis Day in Lancaster, Pennsylvania. The General, home from combat in Korea, is one of the county's most famous sons. In Korea he commanded the 27th "Wolfhound" Regiment of the 25th Division. As its leader, he lead one of the fiercest bayonet charges in America's military history. He was called home for re-assignment in Europe under General Eisenhower's command.

General John H. Michaelis was accorded as fine a welcome as was ever seen in Lancaster. However, out of his hectically busy day he took time to appear before the cameras of WGAL-TV. Many thousands of people in the area saw and heard this distinguished American right in their own homes.

**Operation: SPECIAL EVENT** is a regular occurrence at WGAL-TV. It is just one out of many such events and programs telecast in the public interest.

# WGAL-TV

**LANCASTER, PENNSYLVANIA**

A Steinman Station • Clair R. McCollough, President

NBC TV-AFFILIATE

WGAL AM TV FM

*Represented by*

**ROBERT MEEKER ASSOCIATES** Chicago • San Francisco • New York • Los Angeles

**DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET**

# 2 Markets

DEAD OR ALIVE . . . YOUR REWARD IS HERE! Since time began there have been 'Them WHAT HEARD' and 'Them WHAT SAW' . . . The BAD MAN in the woodpile is the misinformed impression as to the comparative sizes of these two groups. RECENT SURVEYS HAVE PROVED 'Them WHAT HEARD' is the larger group.

In a recent, thorough investigation, Advertising Research Bureau (ARBI) interviewed scores of persons who shopped in ADVERTISED stores, LEARNED that 54.5% got their information exclusively from the XL Stations.

**54.5%** RADIO
**12.3%** BOTH
**33.2%** NEWSPAPER

LET US PROVE IT!
Clip this coupon and receive the "Proof of Putting"

The XL Stations
315 W. Sprague,
Spokane 4, Washington
Please send me your Booklet on "TWO MARKETS IN THE NORTHWEST" . . .
Name .....
Business Address .....
City ..... State .....

The XL Stations

**KXL KXLY KXLF**
**KXLL KXLJ KXLK KXLQ**

Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST



# BROADCASTING TELECASTING

**THE NEWSWEEKLY OF RADIO AND TELEVISION**

*Published Weekly by Broadcasting Publications, Inc.*

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## IN THIS BROADCASTING . . .


NBC Re-evaluation; Study to SPAC ..... 23
Court Holds Bill of Rights Covers Radio ..... 23
ANA Spotlight Leaves Radio-TV for Magazines ..... 24
West Answers Radio Protests ..... 24
Radio Impact Proved by Kemper ..... 25
August Network Gross Is Down 6% ..... 26
O'Mahoney Protests Defense Ads ..... 27
Sarnoff Looks Ahead ..... 27
Truman Orders News 'Security' Curbs ..... 29
Hennock Hearing Resumes Tomorrow ..... 31
District 10 Hits Inroads Made by Tax-Free Groups 72
NBC Plans Fall Mystery Series ..... 76

TELECASTING Starts on Page 79


## DEPARTMENTS


Agency Beat ..... 10
Aircasters ..... 68
Allied Arts ..... 70
Editorial ..... 60
FCC Actions ..... 106
FCC Roundup ..... 112
Feature of Week ..... 18
Film Report ..... 100
Front Office ..... 65
New Business ..... 16
On All Accounts ..... 10
On Dotted Line ..... 66
Open Mike ..... 12
Our Respects to ..... 60
Programs, Promotions, Premiums ..... 75
Strictly Business ..... 18
Upcoming ..... 30



**WASHINGTON HEADQUARTERS**

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**CIRCULATION AND READERS' SERVICE:** JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Ruth W. Davis, Jonah Gitlitz, Grace Schorm.

**NEW YORK BUREAU** 488 Madison Ave., Zone 22, *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Gretchen Groff, William Ruchti, Liz Thackston.

**Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

**CHICAGO BUREAU** 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

**HOLLYWOOD BUREAU** Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

**TORONTO:** 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office



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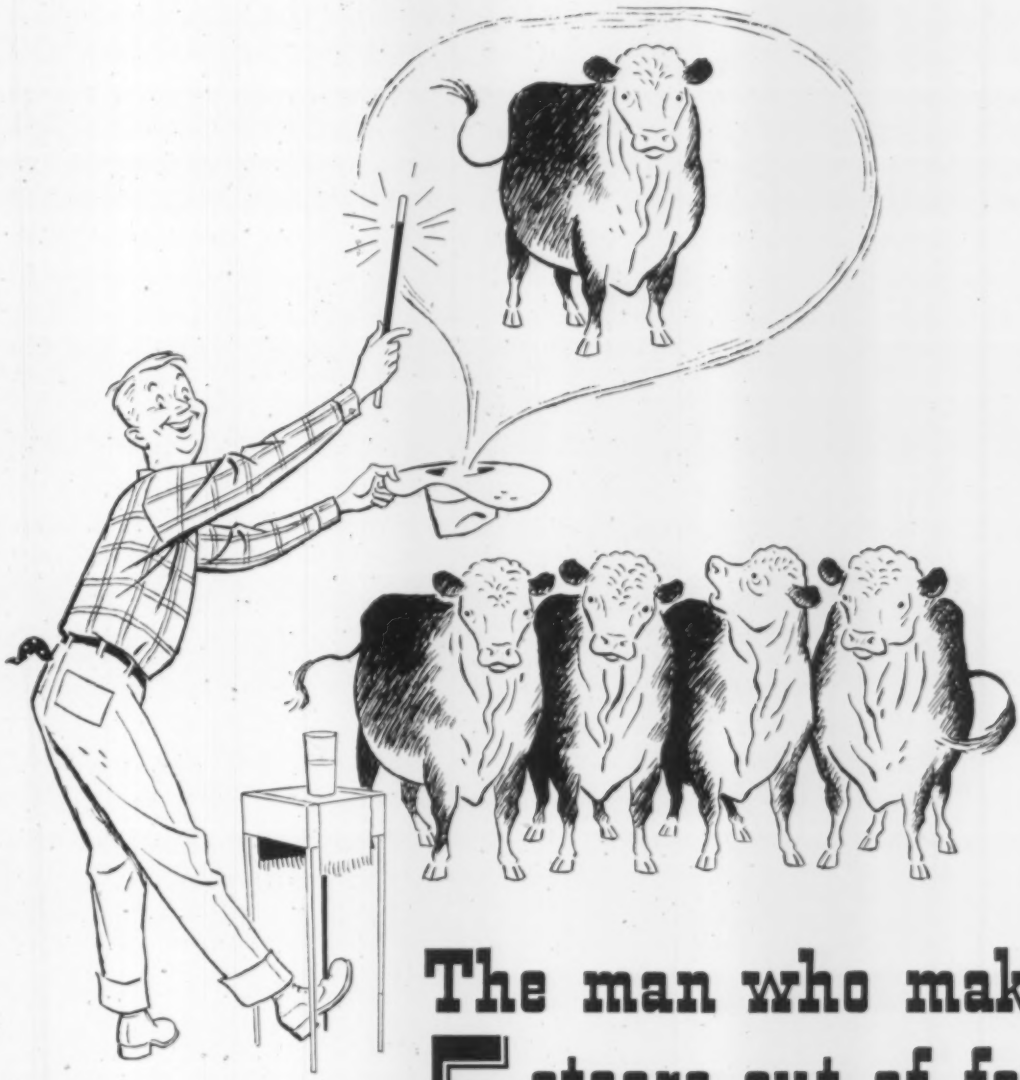
**Subscription Price: $7.00 Per Year, 25c Per Copy**



# The man who makes 5 steers out of four

That fifth steer, though, really isn't an extra steer. It's extra beef on the other four; beef that would never exist were it not for this man called a "feeder."

He buys cattle from ranchers—lean animals that have been grazing on the open range. Then he takes them to his "beef factory" and *feeds* them—fills out their frames with all the well-balanced feeds the animals can hold.

Months later, he sells them—200 to 500 pounds heavier than they would be if they had been left on the open range. Thus, the feeder, in effect, makes five steers out of every four he feeds—materially increases our national beef supply—helps make beef available during the months when range cattle are not coming to market.

But he takes a risk in doing this essential job.

The kind of living his boarders enjoy costs the feeder plenty. And between the time he buys and sells, many things can happen to put his calculations in the red.

Fortunately, though, most feeders are optimists.

And as long as they keep those beef critters eating, you'll continue to eat better, too!

*American Meat Institute*

*Headquarters, Chicago • Members throughout the U. S.*

New n
GRABOFF

# name, same fine service...

New name, same fine service for radio stations, advertisers and their agencies! Now "Radio Sales"—for the past twenty years known as the foremost national spot representative in the broadcasting business—gets a new name: CBS RADIO SPOT SALES.

CBS RADIO SPOT SALES will concentrate exclusively on *radio*... representing 13 of the most sales-effective radio stations in the nation, each the audience leader in its own market.

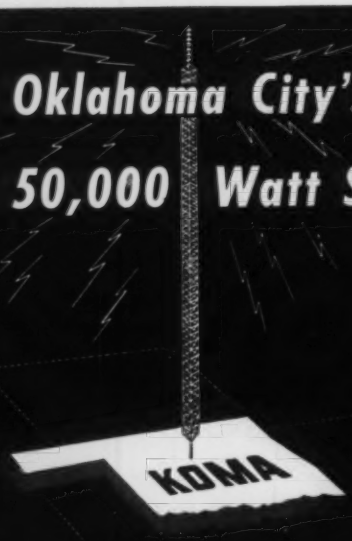
**CBS RADIO SPOT SALES**

**WCBS, New York—50,000 watts**
**WBBM, Chicago—50,000 watts**
**KNX, Los Angeles—50,000 watts**
**WCAU, Philadelphia—50,000 watts**
**WCCO, Minneapolis-St. Paul—50,000 watts**
**WEEI, Boston—5,000 watts**
**KMOX, St. Louis—50,000 watts**
**KCBS, San Francisco—50,000 watts**
**WBT, Charlotte—50,000 watts**
**WRVA, Richmond—50,000 watts**
**WTOP, Washington—50,000 watts**
**KSL, Salt Lake City—50,000 watts**
**WAPI, Birmingham—5,000 watts**
**CPN, Columbia Pacific Network**

As before, for the best buys in spot radio, call Radio Sa—oops! call CBS RADIO SPOT SALES.

---

NEW YORK—Plaza 5-2000
CHICAGO—Whitehall 4-6000
DETROIT—Trinity 2-5500
SAN FRANCISCO—Yukon 2-7000
LOS ANGELES—Hollywood 9-1212
MEMPHIS—Memphis 37-8612




Oklahoma City's
Only 50,000 Watt Station

WE'RE BETTING ON FOOTBALL AGAIN

For ten consecutive years KOMA has broadcast the Oklahoma University football games, as we will do this year. No program in the world can outpull our football games in this market. But if any could, it would be such shows as Jack Benny, Red Skelton and the rest of the packed CBS Radio lineup. So add CBS, our football and 50,000 watts of *promoted power* and you'll see that the smart money is on KOMA again this fall.

J. J. Bernard
*VP and General Manager*

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel, INC.

## agency

JAMES C. DOUGLAS appointed vice president and director of radio and TV, Erwin, Wasey & Co., L. A. He was coordinator of radio and TV for Colgate-Palmolive-Peet (see story page 54).

ALFRED STANFORD, vice president and director of advertising *New York Herald-Tribune*, to Benton & Bowles, N. Y., effective Oct. 1, as vice president and head of review plans board. Prior to his association with the newspaper Mr. Stanford was with Compton Adv. for 13 years.

Mr. Stanford

WILLIAM E. CHAMBERS Jr., advertising manager National Sugar Refining Co., to Benton & Bowles, N. Y., as account executive for Post's Sugar Crisp Cereal, succeeding WILLIAM E. PALMER, who leaves agency Oct. 1 to join F. C. Ball Co., Muncie, Ind., as marketing director of consumer division.

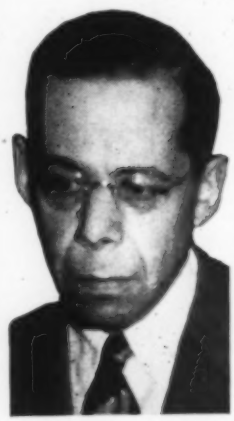
LUIS G. DILLION, executive vice president Foote, Cone & Belding International Corp., resigns. Future plans will be announced.

JOSEPH H. CARO, vice president and director Earl Ludgin & Co., Chicago, appointed vice president and member of plans board Weiss & Geller, Chicago.

## on all accounts

GENE FROMHERZ, media director at Aubrey, Moore and Wallace, Chicago, has chalked up 18 years of radio experience, but is completely outranked in television by his wife. She is Dorothy Chaquette Fromherz, timebuyer at Foote, Cone & Belding, who had the title of the "most Televised Girl in Kansas City" 16 years ago. Mr. Fromherz just barely knew what a scanning disc was in those days.

Since then he's added television as well as printed media to his activities. Media director at Aubrey, Moore & Wallace since January, he formerly free-lanced as a radio script writer for almost five years, turning out shows for *Grand Central Station*, *First Nighter*, *The Whistler* and *Curtain Time*, among others. An accomplished radio playwright, he has had his work featured more than that of any other author in in the Grinnel College anthology of radio plays.



Mr. FROMHERZ

Although he has always preferred comedy writing to straight drama or mystery, he found better markets for the latter and shelved his comedy ambitions temporarily. He is negotiating now with a broadway "angel" and producer for production of a dramatic fantasy which he wrote during his free-lancing stint.

Mr. Fromherz, who started out in the brokerage business on Chicago's LaSalle St. and was bounced into radio by the stock market crash, snared his first advertising job in 1933 with First United Broadcasters. He was hired after steeping himself in trade journals and convincing the company president he could bring in new business. His first account was Willard Tablets and a later one Sterling Insurance grew rapidly in the new medium of radio.

He continued with account work, moving to J. Walter Thompson and Dancer-Fitzgerald-Sample, both Chicago, where he worked as timebuyer two and eight years, respectively. During his tenure at D-F-S the agency was in its soap opera heydey, and Mr. Fromherz bought a flock of daytime shows for such clients as General Mills, Procter & Gamble and Falstaff Beer. At JWT he worked with clients such as Kraft Foods, Elgin Watch and Swift. His A-M-W accounts include International Harvester, Wayne Knit-

(Continued on page 14)

# beat

**GIL BABBITT** appointed director of radio and TV, Harry Feigenbaum Adv. Agency, Phila. He was with Korn Agency, same city as TV and radio director.

**MURRAY BOLEN**, producer-director, Benton & Bowles, working out of New York office for past year, returns to agency's Hollywood office, to direct NBC *The Railroad Hour* and *Father Knows Best*. He replaces **FRAN VAN HARTESVELDT**, resigned to devote time to writing.

**EARL EBI**, director of radio and TV, Warwick & Legler, L. A., rejoins J. Walter Thompson Co., Hollywood, as director of CBS *Lux Radio Theatre*. He replaces **FRED MacKAYE**, resigned. Mr. Ebi was with J. Walter Thompson from 1943 to 1950 working out of both New York and Hollywood, as director on many major shows. Leaving there in 1950 as Hollywood TV director, he went into TV packaging, later joining W & L.

**MICHAEL J. TURNER**, group account manager G. M. Basford Co., N. Y., elected vice president.

Mr. Turner

**HARRY A. EGBERT**, copy and account executive Lavenson Bureau of Advertising, Phila., appointed radio and TV director.

**LARRY AUERBACH**, TV director NBC Chicago, to television production Biow Agency, N. Y.

**WRIGHT NODINE**, merchandising director W. Earl Bothwell Adv., Hollywood, named vice president in charge West Coast operations. He replaces **FRED JORDAN**, resigned to join Richfield Oil Corp., L. A., as advertising and sales promotion manager.

**GORDON MINTER**, senior director KTLA (TV) Hollywood, to Leo Burnett Co., L. A., as film director.

**FRANK NICKEL**, George L. DeVille Co., Chicago, to H. W. Kastor & Sons, Chicago, as art director.

**RICHARD I. HIRSCH** has opened his own advertising agency in Chicago. He is former advertising manager of L. Fish Furniture Co., same city.

**CUNNINGHAM & WALSH**, N. Y., planning to move to larger offices at 260 Madison Ave., next year.

**JOHN PARSONS**, sales manager Hoffman Television L. A., opens new advertising agency under his name in San Francisco. Offices at 450 Sutter Street.

**SHIRLEY GREY**, assistant to sales service manager WDTV (TV) Pittsburgh, appointed traffic manager W. Craig Chambers Inc., Pittsburgh.

**FITZGERALD Adv.**, New Orleans, moves to new offices in Lee Circle Bldg., 1040 St. Charles Ave.

**EUGENE N. WORRELL**, staff Mt. Lebanon (Pa.) *News*, appointed assistant account executive Sykes Adv., Pittsburgh.

**MOHAWK Adv. Co.**, Schenectady, moves to larger quarters at 151 Erie Blvd.

**ALAN RHONE**, supervisor of network film programming CBS Television, to J. Walter Thompson, N. Y., as staff director of radio-TV department.

**LARRY SCHWARTZ**, partner The Wexton Co., N. Y., appointed lecturer in sales promotion, City College, N. Y.

**ALICE HOGAN** appointed copywriter Eli Cohan Adv., Cincinnati.

**O'NEIL, LARSON & McMAHON**, Chicago, opens office in New York at 290 Madison Ave. to service east coast accounts. No manager has been named.

**JOHN WILLOUGHBY**, publicity director Needham, Louis & Brorby, Chicago, named managing director of agency's new subsidiary in Toronto, Needham, Louis & Brorby of Canada, Ltd. **EDWARD W. S. WEED** resigned from J. Walter Thompson, also Chicago, to work with Mr. Willoughby in handling Canadian accounts.


# Obviously OUTSTANDING

## Industries throughout the world know "Karry Krane"—built in Peoria by HYSTER

Developed by HYSTER CO., "Karry Krane" lifts up to 10,000 lbs. This versatile product is doing a big job for factories, construction firms, and a host of other industries around the globe.

# WMBD Dominates the Rich Peoriarea Market

*FLORENCE LUEDEKE* . . . veteran account executive, handles major furniture and department store accounts and serves as WMBD's Women's Director.

WMBD's position is also OBVIOUSLY OUTSTANDING . . . the result of planning successfully—

*PROGRAMMING* . . . that backs the nation's No. 1 network with outstanding locally produced shows.

*SALES* . . . that are the result of that programming.

*PROMOTION* . . . that serves advertisers with special publicity and merchandising.

*FACILITIES AND POWER* . . . that blankets prosperous Peoriarea.

*WMBD—the No. 1 Station in the Midwest's No. 1 Test Market.*

CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

*See Free & Peters . . .*

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts

# the Needle!

## the latest news of sales and program developments from the

## ASSOCIATED PROGRAM SERVICE

If all you need from a transcription library is a limited amount of material, all you should have to pay is a limited price. That's the astonishingly simple principle behind the APS announcement which is reaching the desk of broadcasters across the U. S. and Canada today. Specialized transcribed musical libraries to meet Special broadcasting needs are yours from now on at prices from $19.50 per month up—and contracts run for just one year.

We've spent a whole year finding out exactly what broadcasters want from the transcription field. And this new service is the answer. It took a lot of planning to work it out . . . we had to streamline our entire operation and adopt a whole new concept of service to the industry. But the first flood of orders . . . of letters and telegrams that express a heartfelt "Thanks" from station operators large and small . . . make us feel pretty proud and happy. This week alone we'll save broadcasters over a quarter-million dollars!

Details? They're in a brochure you'll receive this week—and on a little red disc that will come with it. All we have space to say here is that we've built five specialized libraries from the rich, jumbo catalog that comprises the full basic APS Library. They are:

Commercial—All the famous APS commercial lead-ins . . . plus time, weather, dollar day, Christmas jingles . . . PLUS the COMPLETE SERIES to date of Mitch's transcribed sales meeting series and an additional new meeting every month. Cost: $22.50 per month.

Production—A whole library of theme and good music . . . of interludes, fanfares, bridges, national anthems, stand-by music. Cost: $19.50 per month.

Show Medley—Hours of show medleys . . . lavish, long-running medleys from top broadway shows. Cost: $22.50 monthly.

Popular—A complete pop dance and vocal library—featuring names like Flanagan, Jurgens, Masters, Knight, Carson, Mitchell, Brito, others. A big little library. Cost: $39.50 monthly.

Radio Music—Cream of our pop concert music—Ted Dale, Glenn Osser, Al Goodman—hundreds of selections. Cost: $47.50 monthly.

And, as ever, there's the FULL APS BASIC LIBRARY for the basic stations . . . the richest, soundest, best-played library ever! Yes . . . it's APS from now on . . . for every radio station! Watch for your copy of our brochure . . . write or wire at once!

*Maurice B. Mitchell*

Vice-President, General Manager


# open mike

## Quick Answers

EDITOR:

. . . It was interesting to write you a letter on Friday and on Monday morning have an issue of BROADCASTING on my desk which practically answered the questions I had asked you. . . .

*J. S. Stolzoff*
*Foote, Cone & Belding*
*Chicago*

**[EDITOR'S NOTE: Mr. Stolzoff's questions dealt with radio and television economics. The answers he found were in "Trends for Fall" features in the Sept. 17 issue of BROADCASTING • TELECASTING.]**

* * *

## No Bargain

EDITOR:

Relative to your . . . article appearing on page 94, column 2, of the Sept. 24, issue of BROADCASTING • TELECASTING relative to the approval by NPA of the Air Mart Corp. application for a new station at Oak Ridge, the article seems to indicate that the cost of the new station is $3,300 when actually the cost was $17,661.75.

Our NPA authorization dated Aug. 9 covered $11,103.07 for equipment and $3,300 for remodelling. The rest of the equipment we already had on hand for which we did not need NPA authorization.

The only reason for advising you of these facts and asking that a correction be made is because Owen J. McReynolds, the head of the Gates Radio Co.'s East Coast office, has an interest in this station and there may be some who might think that Mr. McReynolds was able to build the entire station with new equipment for only $3,300. . . .

*Harry J. Daly, Esq.*
*Metropolitan Bank Bldg.*
*Washington, D. C.*

* * *

## Optical Illusion

EDITOR:

Page 80 of your Sept. 17 issue carries a breakdown of television sets in foreign countries compiled by the Foreign Service Office of the Dept. of Commerce. Canada, which has no television stations in operation at present, is credited with the incredible total of 1,350,000 television sets.

This would be something in the order of one set for ever four Canadian homes. The actual figure is somewhere in the neighborhood of 50,000. I know that BROADCASTING • TELECASTING, with its jealously guarded reputation for accuracy, will want to bring this correction to the attention of its readers, and there might be some profit in bringing it to the attention of the foreign service department of the Dept. of Commerce, which must be doing its northward viewing with magnified lenses.

*T. J. Allard*
*General Manager*
*Canadian Assn. of Broadcasters*
*Ottawa*

**[EDITOR'S NOTE: An ambiguous report from the U. S. foreign service in Canada was wrongly interpreted by the Dept. of Commerce. Actual number of TV sets shipped to Canada, according to the Radio-Television Mfrs Assn.: 58,216 as of last July 31.]**

* * *

EDITOR:

FRANK PELLEGRIN'S STATEMENT IN SEPT. 17 ISSUE IS BY FAR BEST I HAVE SEEN ON THE VITAL SUBJECT [comparable research among all media]. BELIEVE COPIES SHOULD BE DISTRIBUTED TO EVERY BROADCASTING STATION IN THE COUNTRY AS WELL AS TO OTHER INTERESTED PARTIES. DO YOU KNOW OF ANY PLANS FOR SUCH DISTRIBUTION

*Lee B. Wailes*
*V. P. Chg. of Operations*
*Fort Industry Co.*
*Birmingham, Mich.*

**[EDITOR'S NOTE: Mr. Wailes may be assured that distribution has already been made. The Sept. 17 issue of BROADCASTING • TELECASTING like every other issue, went to nearly 16,000 subscribers and carried Mr. Pellegrin's text in full.]**

## ROYAL REQUEST

### WGAC's Grant Visits King

HUGH G. GRANT, commenator of WGAC Augusta, Ga., spent several days in Washington a fortnight ago renewing an old friendship with exiled King Zog of Albania. The king and Mr. Grant became close friends when Mr. Grant was U. S. Minister to Albania.

Mr. Grant left his microphone at the king's request to join him in the nation's capital for a few days.

Mr. Grant has been asked by Radio Free Europe to prepare broadcasts to be beamed to Albanians.

A. D. Willard Jr., WGAC president and general manager, obtained Mr. Grant's services in the station last January. Mr. Grant discusses national and international events nightly for WGAC. He is familiar with many foreign lands cropping up in the news and is able to give listeners a personal slant.

# WERE is the first station in Cleveland still

| Hooper Radio Audience Index<br>Total Rated Time Periods<br>JULY—AUGUST 1951 | |
|---|---|
| **WERE** | **34.2** |
| A | 23.2 |
| B | 12.0 |
| C | 8.6 |
| D | 7.1 |
| E | 5.5 |
| F | 5.3 |
| G | 3.0 |

Sunday through Saturday
8:00 A.M.—10:30 P.M.

**MUSIC NEWS SPORTS**

O. L. TAYLOR COMPANY
National Representatives

VITAL IN NORTHEASTERN OHIO

CLEVELAND, OHIO

**WERE**

5000 WATTS

1300 KC

WCBS IG
IN GREENSBORO, N.C.

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

25 Years

Serving the Richest

And Most populous

Area in the Southeast

1926-1951

Gilbert M. Hutchison
President

CBS
Affiliate

Represented by Hollingbery

5000 Watts

1470 KC


# milestones

► FIFTH year of *Sunoco 3-Star Extra* news programs on NBC gets underway today (Monday) as nightly "newspaper of the air" continues under sponsorship of Sun Oil Co. In charge of news commentary, heard Monday through Friday at 6:45 p.m., are Albert L. Warner, foreign affairs editor; Ray Henle, editor-in-chief, and Ned Brooks, national affairs editor.

► Priscilla Fortescue celebrated her 10th anniversary of broadcasting over WEEI Boston Sept. 14. Most of the sponsors have been participating in her program during the entire decade. Miss Fortescue interviewed Mrs. Celia Wellman, mother of William Wellman, MGM director, who was Miss Fortescue's first guest 10 years ago.

► Elder Lightfoot Solomon Michaux, the Negro "Happy Am I" preacher, began the 21st year of his *Radio Church of God*, Sept. 2. Elder Michaux began broadcasts of his church services in 1931 over WJSV (now WTOP) Washington. Program today is heard Sunday 7-8 a.m. on WTOP a CBS station and 9:30-10 a.m. on MBS. On his anniversary broadcast, congratulatory messages were read from many notables, including Gen. and Mrs. Dwight D. Eisenhower.

► The *Railroad Hour* Oct. 1 begins its fourth year with a performance of Cole Porter's "Jubilee" starring Gordon MacRae and Dorothy Kirsten.

► Lowell Thomas, CBS newscaster, celebrated his 25th anniversary of broadcasting last Saturday by inviting James Melton and his ball team to play opposite his own team, known as "The Nine Old Men." Mr. Melton's team was composed of members of his Ford TV show, while the nine old men included: Ed Eagan, Gene Tunney, Lanny Ross, Ed Murrow, Henry J. Taylor and others. Mr. Thomas' newscasts, five times weekly on CBS are sponsored by P&G's Ivory Soap.

## WCKY BIRTHDAY

### Wilson Gives Awards

VETERAN broadcaster L. B. Wilson, president and general manager of WCKY Cincinnati, has set a policy of giving a $1,000 U. S. Defense Bond to every staff member who serves the station 20 years.

The policy was initiated on the station's 22d birthday, Sept. 16, when Mr. Wilson presented three 20-year staff members with a $1,000 bond each. Receiving the awards were Charles H. Topmiller, station manager; Mrs. Jeanette Heinze, traffic manager, and George H. Moore, sales manager.

Mr. Wilson obtained the original license for the station in 1929 and has been owner and operator for the past 22 years. In presenting the awards, Mr. Wilson reminisced about WCKY's early days and of many personalities and events in the broadcasting business. Mr. Wilson recalled that he bought the first schedule of double-truck ads in BROADCASTING shortly after the publication was established in 1931.

* * *

## On All Accounts

*(Continued from page 10)*

ting Mills, Williamson Candy Co. Ryerson Steel, Appleton Electric Co. and Moorman Manufacturing.

He and his wife, whom he married 12 years ago, compare notes on media morning and night, but keep a tight lid on secrets within their own agency. Their mutual confidante is Becky, a Springer Spaniel whose name was included in the purchase price.

Mr. and Mrs. Fromherz enjoy theatre-going and television, and mingle with many professionals at the Actor's Club. Gene dislikes people who sneer at television programming and thinks there have been "wonderful strides in production in the past year." Program fare now is "grown-up and amazingly adult," in his opinion.

*At the award ceremony are Mr. Topmiller, Mrs. Jeanette Heinze, Mr. Wilson and Mr. Moore.*

MUTUAL

# The West Texas-New Mexico *QUALITY GROUP*

now affiliated with

## THE INTERMOUNTAIN NETWORK

**KALG**—ALAMOGORDO, N. M.
**KVER**—ALBUQUERQUE, N. M.
**KSVP**—ARTESIA, N. M.
**KICA**—CLOVIS N.M. & W.TEXAS
**KSET**—EL PASO, TEXAS
**KOBE**—LAS CRUCES, N. M.
**KFUN**—LAS VEGAS, N. M.
**KRTN**—RATON, N. M.
**KGFL**—ROSWELL, N. M.
**KTNM**—TUCUMCARI, N. M.

LYNN MEYER, NAT'L SALES MGR.
146 MAIN STREET
SALT LAKE CITY, UTAH

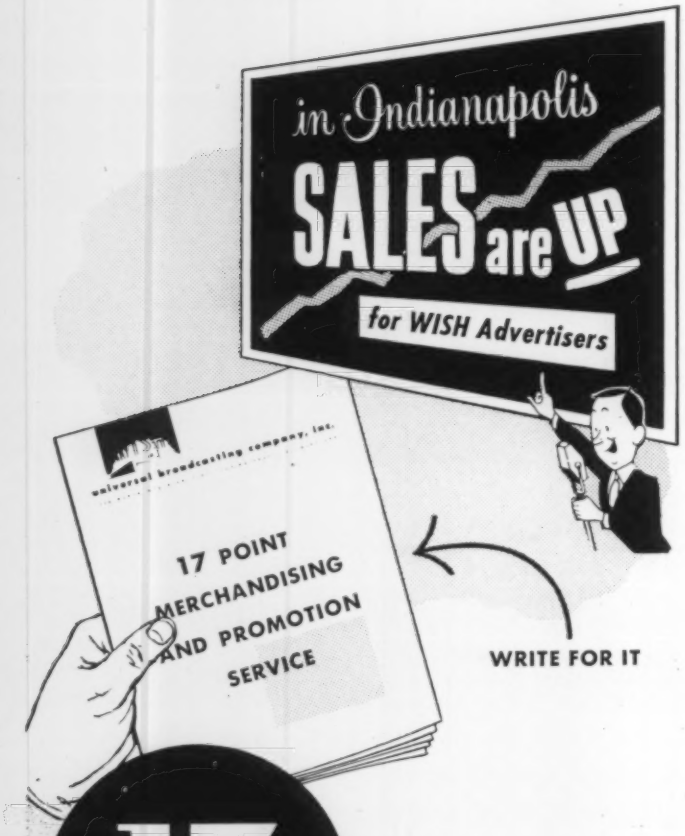
*Represented By*

## Avery-Knodel
INCORPORATED

*NEW YORK*
*CHICAGO – LOS ANGELES*
*SAN FRANCISCO*
*DALLAS – ATLANTA*

Concentrated coverage where the people live in

## UTAH-MONTANA-WYOMING-IDAHO
## COLORADO-NEVADA-NEW MEXICO-W. TEXAS




17

*. . . yes—SEVENTEEN different ways to make your advertising more effective.* Selling your advertising campaign through wholesale and retail channels is a regular part of the WISH merchandising program. The whole program is put down on paper . . . 17 different ways to make your advertising more effective. When your schedule starts on WISH, this 17-point plan goes into action . . . swiftly . . . automatically. And, ultimately it means *more effective advertising* PLUS *greater sales.* For a copy of this plan write WISH, or call the Bolling Company.

*The Station that never out-promises*
. . . BUT ALWAYS OUT-PERFORMS

**WISH**
INDIANAPOLIS
1310 KC.

WHOT — South Bend
WANE — Fort Wayne
WHBU — Anderson

Owned and Operated by
UNIVERSAL BROADCASTING CO., Inc.

*Represented Nationally by The BOLLING COMPANY*


# new business

## *Spot . . .*

CAT'S PAW RUBBER Co., Baltimore (heels and soles), renews spot announcement campaign on 30 radio stations for 52 weeks. Company also planning new TV spot schedule. Agency: S. A. Levyne Co., Baltimore.

EMERSON DRUG Co., N. Y. (Bromo-Seltzer), preparing availabilities for day and evening radio spots in about six markets. Agency: BBDO, N. Y.

INTERWOVEN STOCKING Co., New Brunswick, N. J., planning national promotion of new products. Special kit for radio spots being sent to dealers.

G. N. COUGLAN & Co., West Orange, N. J. (Chimney Sweep Soot Destroyer), planning national campaign for product. Radio and TV will be used.

UNIVERSAL Co., High Point, N. C. (television tables and bases), planning TV spot campaign in several local markets. Details to be announced later. Agency: Corbin Adv., N. Y.

## *Network . . .*

BENDIX HOME APPLIANCES, division of AVCO Mfg. Corp., South Bend, Ind., renews *Chance of a Lifetime* over ABC-TV Wed., 7:30-8 p.m. EDT. Agency: Tatham-Laird, Chicago.

RHODES PHARMACAL Co., Cleveland, begins sponsorship of *The Clock* on ABC-TV Wed., 9:30 to 10 p.m. CT. Agency: O'Neil, Larson & McMahon, Chicago. Products have not been set.

JENE SALES Corp., Chicago (Jene home permanent, hand lotion), to sponsor *The Paul Dixon Show*, Thurs. on ABC-TV, 10-10:30 p.m. (EST) effective Sept. 27. Agency: Sherwin Robert Rodgers & Assoc., Chicago.

PROM HOME PERMANENT, Chicago, product of Gillette and Toni Co., is sponsoring *Grand Central Station* on CBS Sat., 12-12:30 p.m. CDT. Agency: Foote, Cone & Belding, Chicago.

BLOCK DRUG Co., Jersey City, N. J. (Amm-i-dent tooth paste), sponsoring *Crime with Father*, Fri. 9-9:30 p.m., on ABC-TV, starting Oct. 5.

QUALITY IMPORTERS Inc., N. Y. (Welch's Wine) to sponsor *Crusade in the Pacific* documentary film series, on two key stations of ABC-TV. Series to begin on WJZ-TV New York, Tues., Oct. 30, 10-10:30 p.m. EST, and on KECA-TV Hollywood, Thurs., Nov. 1, 8:30-9 p.m. PST. Agency: Al Paul Lefton Co., N. Y.

LEWIS FOOD Co., L.A. (Dr. Ross Dog and Cat Food), Sept. 23 started *Theatre of Famous Radio Players*, Sun 3:30-4 p.m., for 52 weeks on Columbia Pacific Network. Agency: Rockett-Lauritzen, L. A.

## *Agency Appointments . . .*

UTTER-McKINLEY, L. A. (mortuary), names Hixson & Jorgensen, L. A. to handle advertising. TV may be used.

PETER FOX BREWING Co., Chicago, names Fletcher D. Richards Co., Chicago, to handle advertising. Radio will be used.

KYRON FOUNDATION, Chicago (dietary aid), names Simmonds & Simmonds, same city, to handle advertising. Radio and TV will be used.

ELECTRIC STEAM RADIATOR Corp., Paris, Ky., names O'Neil, Larson & McMahon, Chicago, to handle its advertising. Radio and TV will be used. WALTER ZIVI is account executive.

H. L. HUBBELL Mfg. Co., (furniture), Zeeland, Mich., appoints Denman

*(Continued on page 74)*

# Coaching Makes Champs!

Continuing their successful ownership-management policy of WHIM, Providence, coaches Bob Engles and George Taylor are getting their new sprinter ★ off to a flying start...

★ WORC **Worcester, Mass.**

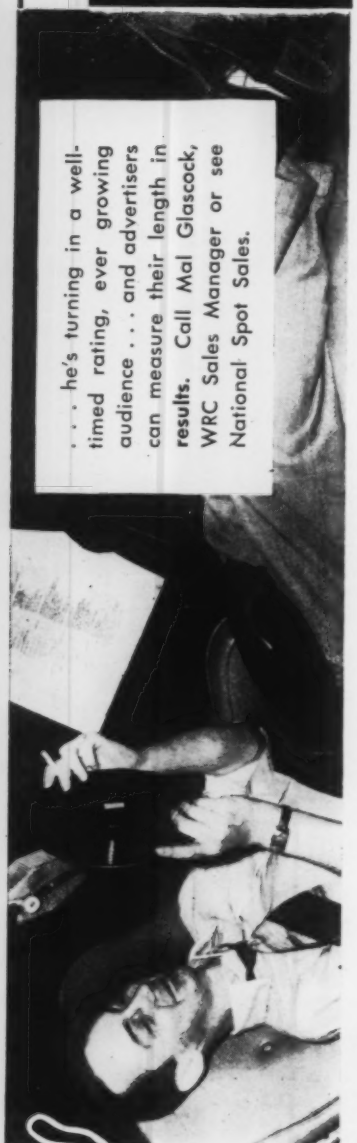
1000 watts 1310 kilocycles

*Represented Nationally by the Headley-Reed Company*



DETROIT PUBLIC LIBRARY

. . . he's turning in a well-timed rating, ever growing audience . . . and advertisers can measure their length in **results.** Call Mal Glascock, WRC Sales Manager or see National Spot Sales.



RELAXED!

"Batters' Platters" is the most relaxed listening anywhere! Charles is the genial maestro of a nightly session of discs, small talk and unusual notes. His time period is peak location: 7:00 p.m. Monday through Friday. Batters seems offhand, but . . .

# feature of the week

GAS EXPLOSIONS and resultant fires in Brighton, fashionable Rochester suburb, which blew up 16 homes and damaged 25 others Sept. 21, gave radio and video stations an opportunity for quick, complete coverage and public service.

Rochester stations meeting the challenge were WHAM-AM-TV, WHEC, WARC, WRNY, WSAY and WVET.

Immediately following the blast, all stations threw equipment and personnel into the disaster area to gather first-hand stories from the injured, those who had lost their homes, witnesses of the explosions and fires, plus interviews with utility men brought in to cope with the emergency. Bulletins calling for volunteers from defense, policemen and firemen were aired.

WARC suggested to listeners they offer shelter for the dispossessed. Three station employes were on the phone nearly an hour taking names of persons offering space.

Mrs. David E. Kessler, wife of the WHAM news director, who lives in the neighborhood, phoned the station within two minutes after the blast occurred. Five WHAM reporters, two photographers and engineers were on the scene within an hour and began feeding running accounts as houses blew up and caught afire in rapid succession.

WBEN Buffalo monitored WHAM and relayed information to its listeners, it was reported. WSYR Syracuse had a direct line into WHAM and recorded WHAM newscasts. WENY Elmira and WGY Schenectady by long-distance phone recorded eye-witness accounts of Jack Ross, WHAM night news editor.

WHAM fed a summary to NBC for use by Morgan Beatty on *News of the World.* By coincidence, Lou Keller, of United Press radio, was visiting WHAM when the story broke. Mr. Keller fed reports to New York from the WHAM news room.

WHEC, because of the emergency, was permitted to broadcast direct from the disaster scene using telephone facilities instead of a microphone.

Persons in the area were without power so battery-operated portables and automobile radios were pressed into service by those anxious to know what was happening and what they were to do next.

WRNY's news editor, W. Eccles Huff, fed on-the-spot announcements and bulletins to the station all afternoon, airing requests and instructions to persons in the stricken area to remain outside their homes and for outsiders to keep away from the scene.

WSAY discussed each demolished house with its owner and eye-witnesses. The station also broadcast emergency announcements.

The WVET newsroom sent a running story to United Press and the Mutual network newsrooms. It also sent eye-witness reports by telephone recording to MBS for newsreel programs and to WEBR Buffalo.

# strictly business

ON THE DATE of a certain Yale-Penn-Princeton crew race, determination was etched on the faces of the Yale men as they prepared for their grueling task. That is, on all crewmen but one.

Theodore W. Griggs was assigned to the observation train because of injuries. With him on the train were radio and press representatives.

Unexpectedly, however, at a hectic point during the race, a harried announcer stuck his microphone in young Griggs' face and desperately exclaimed, "Here, you broadcast the race."

That was Mr. Griggs' dynamic introduction to radio and he has had more than a passive interest

*(Continued on page 52)*

Mr. GRIGGS


IF YOU'RE INTERESTED IN RESULTS...

**Be Spot-wise! And You'll Find That WISN's New Fall Line-up Is Your Best Bet For Real Results in Milwaukee.**

**Your KATZ Man Can Give You The Cold Facts That Will Produce Hot Sales For You.**

**You'll Like Doing BusinessWithWISN.**

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

# 17 OUT OF 18 PREFER WDAY, FARGO!

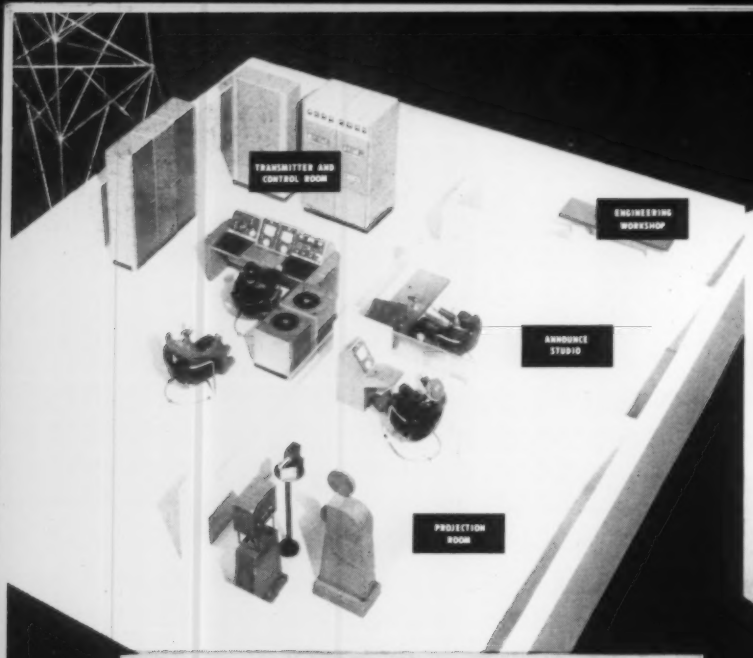
According to an independent survey made by students at North Dakota Agricultural College, *17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station.* 3,969 farm families in the rich Red River Valley were asked "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

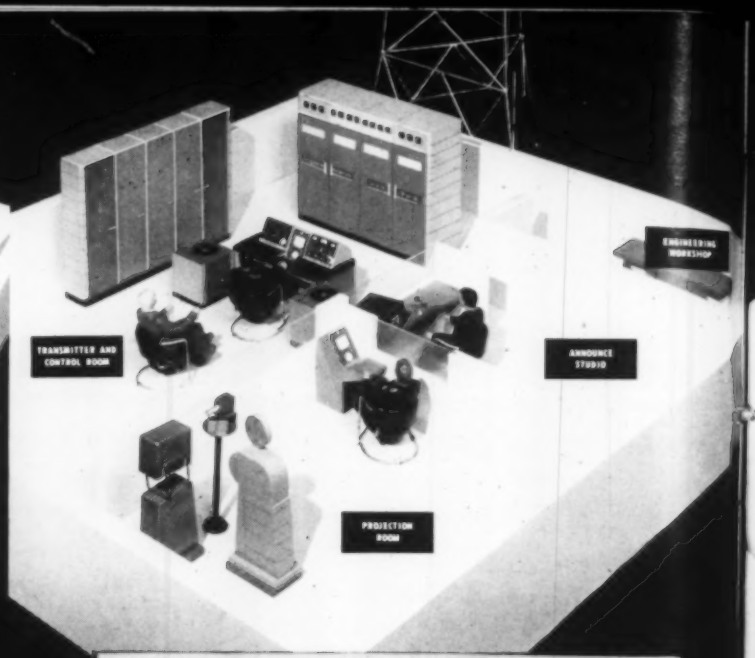
WDAY is one of America's *great radio buys,* serving one of America's *great farm markets.* Write direct or ask Free & Peters for all the facts on WDAY and the rich Red River Valley!

**WDAY** • **NBC** • **970 KILOCYCLES** • **5000 WATTS**

FREE & PETERS, Inc., Exclusive National Representatives




**500 watts VHF (ERP range, ½ to 2 kw)** This is a control-room set-up—complete with an RCA 500-watt transmitter, announce booth, and film facilities. The arrangement, and an RCA 5-bay Super Turnstile Antenna, provides up to 2 kw ERP*—gets you on the air for minimum outlay.

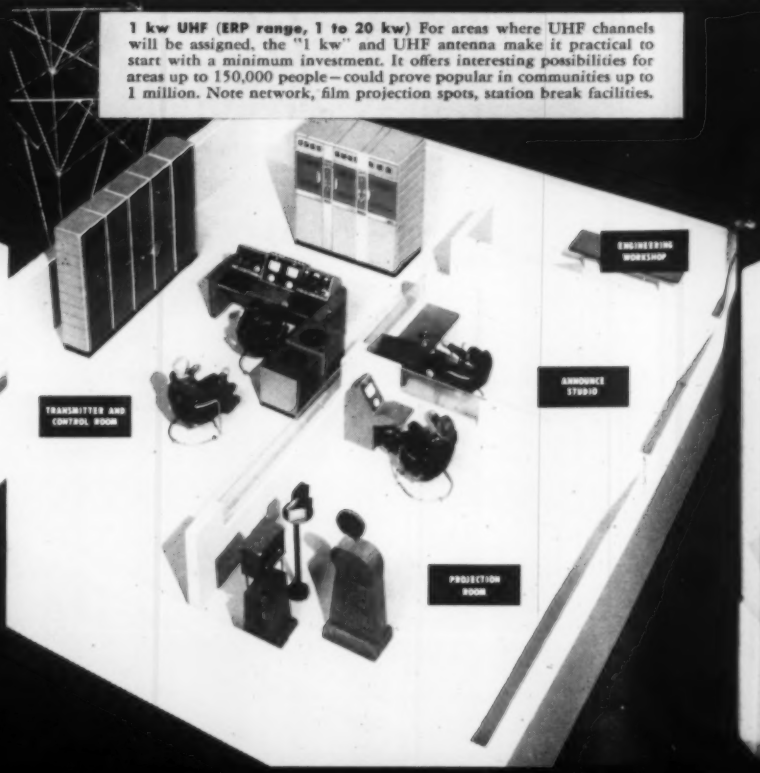


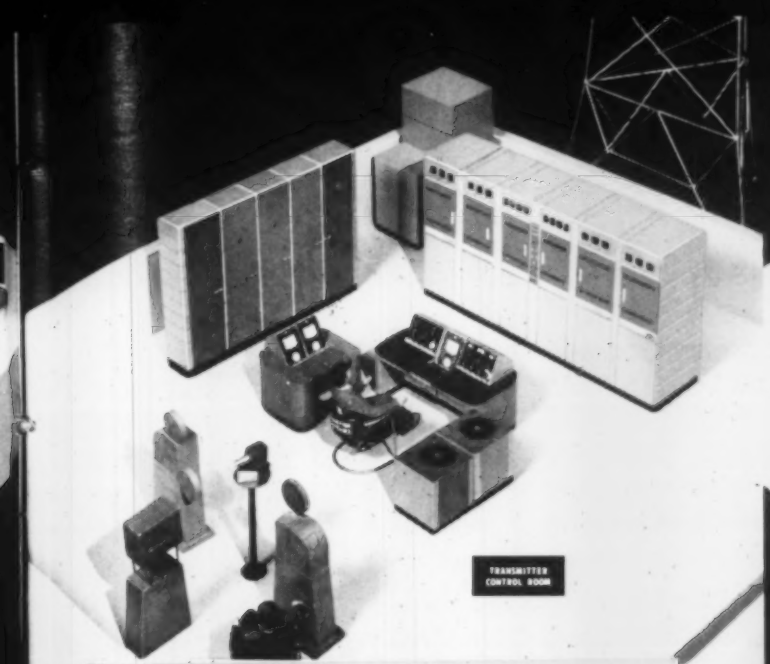

**2 kw VHF (ERP range, 2 to 20 kw)** Similar to 500-watt plant, but uses an RCA 2-kw transmitter. The ideal set-up for getting up to 20 kw (ERP) for a small investment. "In line" racks at left of control console are: monitoring, audio, and video equipments, sync generator, and power supplies.

# "Tailored" transmitter plants

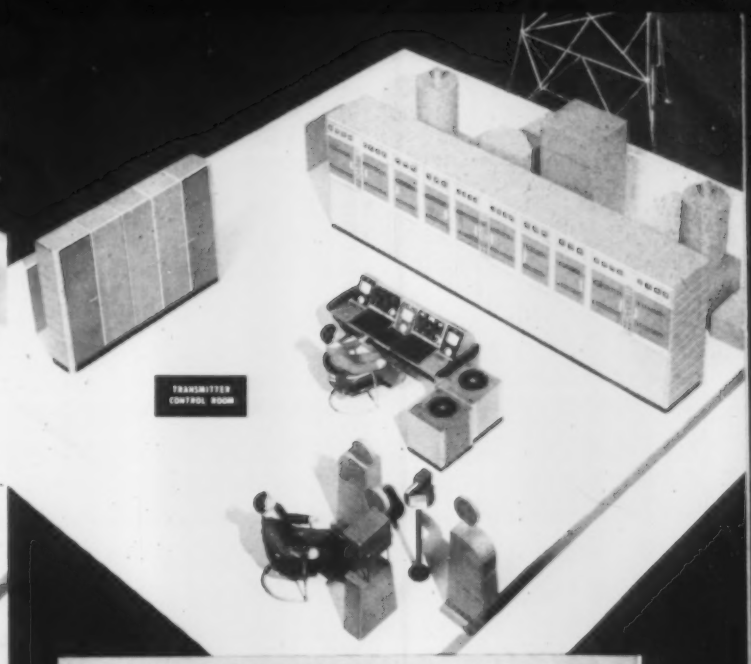
**50 kw VHF (ERP range, 50 to 200 kw)** Block "U" set-up for RCA's "50-kw." This arrangement is well suited for local building situations—or where physical limitations call for an antenna of medium gain and high ERP. Note film camera control and preview monitor next to operator for his convenience.

**1 kw UHF (ERP range, 1 to 20 kw)** For areas where UHF channels will be assigned, the "1 kw" and UHF antenna make it practical to start with a minimum investment. It offers interesting possibilities for areas up to 150,000 people—could prove popular in communities up to 1 million. Note network, film projection spots, station break facilities.






**10 kw VHF (ERP range, 10 to 100 kw)** Using a "10-kw" and a high-gain antenna, this plant provides up to 100 kw, ERP. It includes film facilities for breaks and spots during network shows. Stations of this class and larger usually have studio facilities, along with program switching equipment (not shown).




**20 kw VHF (ERP range, 20 to 200 kw)** For the new TV station that wants to start right in with maximum power, using a "20-kw" and an RCA 12-section Super Turnstile antenna. The transmitter, arranged "in line," can also be set up in a block "U" arrangement like the "50 kw" shown below.

# ... for any TV power up to 200 kw!*

**10-kw UHF (ERP range, 10 to 200 kw)** Using an RCA "10-kw UHF" type TTU-10A and a TFU-24B high-gain antenna, this set-up offers the next logical step above the "1-kw" range. Or, you can start with 1 kw now—and increase power later simply by adding RCA matching amplifiers and associated equipment.

These models represent seven typical TV transmitter room arrangements for various power classes—from 500 watts to 200 kw, ERP*. They include the film equipment required for spot, station breaks, and network operation. They show the basic or minimum facilities you need to go "on the air" for a given power. The set-ups are worked out in accordance with tried-and-proved operating procedure and provide a handy means for estimating your space requirements. There is ample leeway to meet the particular needs of every station.

Your RCA Broadcast Sales Representative is ready to give you planning help like this—throughout your station! By all means, call him.

*Effective radiated power

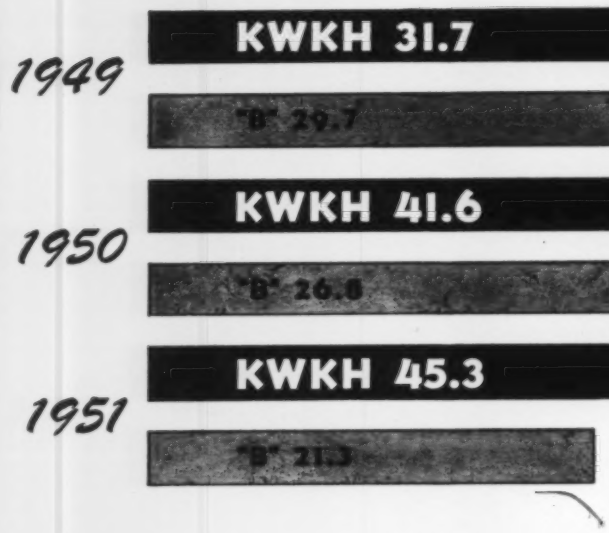
RCA

**RADIO CORPORATION of AMERICA**
**ENGINEERING PRODUCTS DEPARTMENT** **CAMDEN, N.J.**

# IT'S EASY, WHEN YOU KNOW HOW!

## WEEKDAY HOOPERS

Shreveport City Zone
12:00 Noon to 6:00 P. M.
March-April*



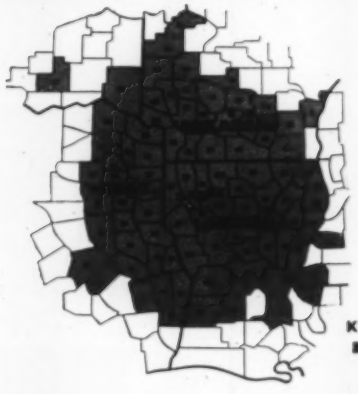

THIS chart shows that KWKH led the Weekday-Afternoon Shreveport Hooper parade for March and April of *1949, 1950 and 1951!*

Yes, and look at the margin of superiority. In 1949 KWKH got 6.7% more listeners than our nearest competition. By 1950 we were getting 55.2% more listeners. In 1951 we were 112.7% ahead of Station "B"—*or fifteen times as great a "plurality" as in 1949!*

But KWKH is 50,000 watts—gets 89% of its listeners *outside Shreveport.* BMB Report No. 2 gives KWKH a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 64% of these families listen to KWKH *"6 or 7 days weekly"!*

What other facts would you like? Your Branham representative has them!

**latest available at press time*



KWKH DAYTIME
BMB COUNTIES
Study No. 2
Spring, 1949

# KWKH

50,000 Watts · CBS ·

SHREVEPORT
Texas
LOUISIANA
Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 41, No. 14 WASHINGTON, D. C., OCTOBER 1, 1951 $7.00 A YEAR—25c A COPY

# NBC 'RE-EVALUATION'

## SPAC May Get Study Tuesday

A REAPPRAISAL of the network rates of NBC Radio affiliates, followed by "appropriate adjustments," loomed as a possibility last week as the network's Basic Economic Committee convened to review what is described as the first fundamental re-evaluation of radio in a quarter-century [BROADCASTING • TELECASTING, Sept. 24].

Some affiliates' rates would be adjusted upward, some downward, some not at all if the plan is put into effect, it was reliably predicted on the basis of early developments in the meeting, the committee's third.

Although the formula for adjustments was not revealed—and indeed apparently was yet to be fully determined as BROADCASTING • TELECASTING went to press — the plan which appeared most likely in the Thursday and Friday sessions was reported to use radio coverage rather than so-called TV inroads as a primary base, with TV among other factors to be taken into consideration "further down the line."

Some affiliate representatives who have become conversant with the plan said they did not expect loud repercussions such as occurred, for example, when NBC vainly undertook to force evening rate reductions upon radio affiliates in TV markets.

### Some Boosts Seen

These executives expressed the view that some affiliates' network rates would be boosted, evening as well as daytime, but there was no public indication of what percentage would fall into this favored class.

It was not felt, as of Friday, that any change would be recommended in the formula by which the network compensates affiliates for carrying network programs.

It was emphasized that the rate development was only a part of the network's and its committee's reappraisal of the radio picture, which is slated to be presented to NBC's Stations Planning and Advisory Committee this week.

The fluid state of the study, insofar as final conclusions and proposals are concerned, was indicated by a high network official when he said the economic committee's sessions probably would continue over the weekend and that he doubted the final draft could be whipped into shape for presentation to SPAC before Tuesday.

The SPAC meeting opens today and probably will extend through Thursday, it was indicated—another sign of the magnitude of the project.

Both network officials and affiliates' representatives on the economic committee are keeping rigid silence on the details of the study, patently determined to unveil it first to SPAC and then to affiliates generally. The possibility of some public statement by the network following SPAC's session was foreseen, however.

The study, by NBC's own statements, is far-ranging. Among the subjects which have been specified are sales policies and methods, network operations and programming, in addition to the rate question.

It is also known that NBC, not alone among the networks, feels that radio must conform to changing times.

William S. Hedges, NBC vice president in charge of integrated services, voiced such views in a speech 10 days ago when he told a BMI program clinic at Rochester that "there can be no doubt that broadcasting is undergoing a revolution" and that "radio must learn to roll with the punches and to become flexible and adaptable if it is to have a prosperous future" [BROADCASTING • TELECASTING, Sept. 24].

He also said:

"The point I want to leave with you is that in changing times such as these, network radio cannot be frozen to old patterns of operations which were developed in a different advertising era. It must gear itself to new types of opportunities not only for its own preservation but for the preservation of other forms of broadcasting which are dependent on it."

Unless broadcasters reckon with the "significant changes" which are taking place "in the economic conditions affecting radio," Mr. Hedges said, these changes "can prove fatal."

# BILL OF RIGHTS

## Covers Radio, Court Holds

THE NATION'S COURTS last week recognized for the first time that 41 million American homes depend on radio as a basic source of news.

Thirty years after the birth of commercial broadcasting, an arm of the judiciary—the New Jersey Superior Court—handed down a decision recognizing radio's parallel position with the press as a primary, and certainly the fastest means of reporting current history.

Coming on the eve of the 162d anniversary of the Constitution's Bill of Rights, the decision was the first to establish radio's right to report a governmental proceeding.

The unprecedented decision put into an official court order the claim made unsuccessfully for decades by broadcasters themselves—that the Bill of Rights provisions protecting freedom of speech and the press also apply to broadcasting, a mechanical development the writers of the Constitution could not foresee.

In holding that the Asbury Park (N. J.) city council had violated freedom of the press by refusing to allow broadcast of a tax hearing, the court applied federal and state constitutional protection to broadcasting, and to television by inference.

Judge C. Thomas Schettino, working without precedent to guide him in a situation requiring immediate action, handed down his historic ruling after hearing *Asbury Park Press* and its affiliated station, WJLK, challenge the council's denial of broadcast privileges as a denial of constitutional rights.

His decision, handed down late Monday, quickly aroused nationwide interest and brought many letters and telegrams of congratulation to Ernest Lass, general manager of *Asbury Park Press*, and Thomas B. McTighe, station manager. Among them were messages from NARTB Board Chairman Justin Miller, New Jersey Assn. of Broadcasters and National Assn. of Radio News Directors.

### Radio News

In essence Judge Schettino held that radio news broadcasting comes within the basic meaning of the press under the Bill of Rights.

The cause of action developed when the council called a Sept. 25 hearing on an ordinance imposing up to 3% luxury tax on lodging, amusements and beverages sold over a bar. This type of tax was authorized several years ago by the state as an aid to resort cities.

*Asbury Park Press* had favored the tax in its columns. The station had broadcast tax programs because of intense local interest in the subject.

The Tuesday afternoon hearing pickup was the first ever attempted by WJLK from the council chamber. By hearing time most of the council members and city officials had abandoned their hostility to the broadcast.

When the council hearing opened Tuesday afternoon, Mayor George A. Smock II awaited the on-the-air signal from Tom Birckhead, WJLK news director, and Frank Huber, chief engineer, seated in a corner. Abraham Frankel, city attorney, had asked station personnel not to run around the room asking names.

Two desk mikes were used, with one in the aisle. These picked up the entire proceedings. About 35 persons attended the hearing. WJLK reported most of the city tuned into the hearing broadcast. The hearing lasted a little over two hours.

The council voted 4-0 to adopt the tax resolution, which goes to a general election Nov. 6.

Legal forces were set in motion Sept. 21 when the *Asbury Park Press* and WJLK along with John J. McKeon Sr., local grocer acting as a citizen and taxpayer, asked the court to direct the city to show cause why the broadcast should not be permitted.

At the Monday argument in Free-

*(Continued on page 32)*

# ANA SPOTLIGHT

## Now Turns on Magazines

TELEVISION—despite the advertising history it has made during the past year—received what many delegates considered surprisingly little attention at the annual meeting of the Assn. of National Advertisers' annual meeting in New York's Plaza Hotel from Monday through Wednesday last week.

Instead of raising a clamor about radio, as the group sometimes did in the past, the association heard a call for more explicit research on magazines.

Major event for broadcasters occurred during the closed business session Monday when Paul B. West, president, issued an expected but unscheduled statement concerning controversial ANA reports on television's effects on radio listening.

At the same closed session, Wesley I. Nunn, advertising manager for Standard Oil Co. of Indiana, was elected chairman of the board of directors to succeed Albert Brown, vice president of advertising and public relations for Best Foods Inc., who automatically becomes a director for the next year. Mr. West, who has served as ANA president since 1932, was reelected to that office, and J. Ward Maurer, director of advertising for the Wildroot Co., was named vice chairman of the board. New officers will serve a one-year term.

### Election of Directors

Directors, elected for three years, include William H. Collins, Dravo Corp.; E. G. Gerbic, Johnson & Johnson; David W. Tibbott, New England Mutual Life Insurance Co.; A. S. Dempewolff, Celanese Corp. of America; Paul Willis, Carnation Co. B. R. Donaldson of Ford Motor Co. was re-elected for one year.

Other major events included a forecast that 1952 advertising budgets will approximate the 1951 level, a report on planning TV commercials, an explanation of the Ford Foundation's TV workshop, announcement of reorganization by Advertising Research Foundation, and a speech on communist propaganda techniques by CBS's Dick Hottelet.

Andrew Heiskell, publisher of *Life* magazine, addressing the 450 delegates from 250 companies at the opening session Monday, asked, "Is reading obsolete?"

Answering the question, he said all new media are complementary rather than mutually exclusive.

Horace S. Schwerin, president of the Schwerin Research Corp., told the group "there is a staggering amount of waste in the field of TV commercials . . . most of it avoidable." His topic was "How to Increase the Efficiency of TV Commercials."

In planning a commercial, he advised that objectives be defined by considering (1) what brand name should be remembered, (2) what major ideas viewers should associate with each name, (3) which ideas should be believed, (4) what dominant over-all impression should be left with the viewer.

Robert Saudek, director of TV and radio for the Ford Foundation, explained the Foundation's TV workshop, operating on a $1,200,000 grant [BROADCASTING • TELECASTING, Aug. 20]. Stating his belief that "the two dynamic forces of business and government" deserve encouragement when they are working together, he explained that the workshop was a practical way to solve problems.

Programs dealing with one or more of the Foundation's five areas will be filmed in advance and offered for commercial sponsorship on a non-profit basis.

Besides the 26-week radio series scheduled to start on CBS Radio in November, the group plans three separate half-hour TV series of 13 shows each.

Reporting on a survey of members' opinions on available magazine research, Henry Schachte, chairman of the magazine committee, confirmed "the long-felt need" for more and better magazine research.

A survey—with 153 answers from the 300 companies in the magazine group—showed that only 1% considered present information, supplied by publishers themselves, as "very reliable"; 67% found magazines' self-analyses "fairly reliable," 28% found them sometimes reliable and the remaining 4% thought them generally unreliable.

Mr. NUNN

The needs in magazine research were cited as: (1) To find the total people a magazine reaches, (2) to find how many people—unduplicated—a combination of two or more publications meet, (3) to measure duplication for use in concentrated coverage, and (4) to find the basic characteristics of the audience of each magazine.

Reorganization of Advertising Research Foundation, New York to allow membership for and participation by advertisers, agencies and media, was revealed Wednesday by H. M. Warren, chairman.

The organization has expanded its cooperative research facilities so it can perform five major functions: (1) To supervise conduct of research studies of general subscriber interest, (2) to review and appraise media research reports for subscribers, (3) to offer general advisory facilities to media subscribers, (4) to continue super-

*(Continued on page 113)*

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"Gentlemen, I have sad news. Radio is very much alive!"*

# WEST ANSWERS

## Says No Pressure on Radio Rates

DENYING that the ANA had taken any action that could "properly" be construed as advertiser pressure on radio rates, Association President Paul B. West issued a statement at a closed ANA business session Monday to explain the controversial three reports about the "Impact of Television on Radio Listening" [BROADCASTING • TELECASTING, Sept. 10].

Mr. West

Opinion that nighttime rates would require adjustment if advertisers were to continue to use radio was expressed individually by radio-using ANA members, polled as they had been in past surveys, Mr. West said. Their answers also confirmed the radio and television committee's judgment, he added, that there was need for data on listening trends.

The reports were inaugurated, Mr. West explained, after thorough consideration by the Radio and TV Steering Committee, in line with the association's traditional practice of supplying members with information on significant trends. The association had previously issued circulation and cost studies of other media, including the recent magazine studies, report on business publications, and analysis of local and national newspaper rates, he pointed out. "The ANA," Mr. West affirmed, "is no less interested in the effect of television on the advertising audiences of magazines and newspapers, for example, than on those of radio. Evidence bearing on these trends has been called to [members'] attention . . . as it became available."

Use of the studies, Mr. West reiterated, is left entirely to member companies. The committee acknowledged that it had no legitimate concern with negotiations on radio rates, he explained, when it stated in the first report, "no individual advertiser or trade group should attempt to dictate to the radio stations and networks a formula for pricing radio time." ANA Vice President and General Counsel I. W. Digges, followed and approved the legality as well as the business justification of this service at every stage, he added.

Construction of the report was

*(Continued on page 113)*

# IMPACT!

**EACH WEEK ADULTS IN 3500 SAMPLE HOMES SPEND . . .**

- **164,200 Hours Hearing Radio**
- **87,600 Hours Seeing Television**
- **55,200 Hours Reading Newspapers**

By DR. RAYMOND A. KEMPER
RAYMOND A. KEMPER ASSOCIATES

MORE people are listening to radio over more sets in more Louisville-market homes and automobiles, than ever before. And, in terms of comparative circulation, Louisville radio still leads its closest competing media by wide margins.

These conclusions are clearly drawn from the results of a market-area research, recently completed by Raymond A. Kemper Associates, which involved comprehensive personal interviews with the adult heads of 3,500 urban, town and farm families within the 60-miles-of-Louisville area.

When the statistical results were projected to cover the total population of approximately 313,700 families presently in the market-area, we found:

**549,000 in-the-home radio sets**
**306,800 homes with one, or more, in-the-home radio sets**
**150,000 homes with more than one in-the-home radio sets**
**128,300 radio-equipped automobiles and trucks**
**132,700 homes with radio sets in adult's bedrooms**
**104,200 homes with radio sets in kitchens**
**25,700 homes with radio sets in children's bedrooms**
**309,900 radio sets in rooms (and cars) where newspaper and magazine reading is improbable**
**460,200 radio sets in rooms (and cars) where televiewing is impossible**
**15,575,600 adult-hours of radio listening during the 7-day week**

Though the research was sponsored by WAVE, local NBC affiliate, we were not interested in conducting a mere inter-station "popularity contest." We were not out to "prove" anything! Our client needed facts — circulation facts, program-interest and program-preference facts, facts about the audience attitudes toward present-day radio practices and policies, and so on—to guide in the formulation of future operational plans.

Interviewing, which was completed between June 1 and June 17 of this year, was restricted to a single adult respondent from each of the 3500 households in the sample. Only adult respondents were interviewed and, wherever possible, the male head of the family was contacted. The 30 male and female college-student interviewers (all of them paid members of our research staff) are thoroughly trained researchers with considerable survey experience.

The respondent was given no positive indication of the specific nature of the study, nor was he told the name of the sponsor. The comprehensive question - schedule (which included questions relating to newspapers, magazines and television, as well as radio) was so designed as to de-emphasize the specific-research purpose.

**HERE'S COMPARABLE RESEARCH that shows how radio, newspapers, magazines fare in a television area. No matter how you juggle the figures of this independently conducted survey of the Louisville market, you can't escape these facts:**

**RADIO IS BIG. It's installed in 98% of all homes while newspapers reach 95%, magazines, 78%; and television, 37%.**

**RADIO IS ACCESSIBLE. It goes where other media don't. Some 66.1% of all radio sets are in places where no TV receivers are available, and 44.5% of all radio sets operate in places newspapers and magazines are not commonly read.**

**RADIO COMMANDS ATTENTION. Adults spend more time listening to radio than to watching television and reading newspapers combined.**

Obviously, many aspects of the comprehensive body of data collected in the course of the research are of specific interest to the sponsor alone, and are not published here. Certain of the findings, however, may be of interest to other broadcasters.

In general, we found that radio still gives the Louisville-market merchandiser much more mileage for his advertising dollar than had been generally supposed. For example, in each 1000-household segment of the Louisville market there are about:

**1,750 in-the-home radio sets;**
**978 homes with one, or more, in-the-home sets;**
**478 homes with more than one in-the-home sets;**
**409 radio-equipped cars and trucks;**
**423 homes with sets in adult's bedrooms;**
**332 homes with sets in kitchens;**
**82 homes with sets in children's bedrooms;**
**988 radio sets in rooms and places where newspaper and magazine reading is improbable;**
**1,467 radio sets in rooms and places where televiewing is impossible;**
**47,970 adult-hours spent in radio listening during a typical 7-day week!**

Specifically, we needed answers to questions such as these:

What is radio's circulation in today's Louisville - market? How many market homes and automobiles are radio-equipped? With how many radio sets? Just how much time are Louisville-market adults now spending listening to radio?

Circulation-wise, how are radio's competitors faring in this market?

What is radio's future in this market, and how may programming best be 'tailored' to fit that future?

The 3500-household 'probability sample'—selected from 128 urban, town and farm 'sampling areas'—was designed to truly represent the total population of families living within the 60-miles-of-Louisville territory.

To select the proportional farm-family segment of the sample, we first subdivided an up-to-date detailed map of the area by plotting three concentric circles at 15-, 30-, and 60-mile intervals from the center of urban Louisville. In turn, these circular segments were fractionated into quadrants, and 36 'sampling areas'—three from each of the 12 territorial segments —were selected. In each of these smaller sampling areas, a proportional number of *bona fide* farms were randomly selected.

* * *

**AUTHOR of radio and television stations' surveys, Dr. Raymond A. Kemper has been active initiating and carrying through a variety of market research and public opinion surveys in Louisville since 1948. Dr. Kemper is professor of industrial psychology at the U. of Louisville and holds directorship of the institution's Psychological Services Center. Early this year, he formed his own public relations and market research organization.**

Proportional numbers of households were chosen, at random, from each of the 52 small towns and villages in the surveyed area. The urban households were chosen, at random, from 40 neighborhood sampling areas — proportional to the socio-economic and racial distributions in the population — of urban Louisville, Jeffersonville (Ind.), New Albany (Ind.), Indian Hills (Ky.), St. Matthews (Ky.) and Audubon Park (Ky.).

Practically everyone in the Louisville market is reached by radio!

Of the 3500 households in our sample, 97.8% have one or more in-the-home radio sets. We found:

**98.3% of the URBAN homes are radio-equipped.**
**97.3% of the TOWN homes are radio-equipped.**
**96.1% of the FARM homes are radio-equipped.**

And supplementing this comprehensive in-the-home coverage, we found that 40.9% of the market families have at least one radio-equipped car or truck. Urban families, though they average fewer cars, have a higher proportion of their vehicles equipped with radio receivers. This analysis shows:

**44% of the URBAN families have radio-equipped cars.**
**36% of the TOWN families have radio-equipped cars.**
**37% of the FARM families have radio-equipped cars.**

We wanted to know, as a matter of course, something of the comparable reach of the three major contenders for radio's title—newspapers, nationally-circulated magazines and television.

Of the 3500 households in the sample,

**98% have one or more RADIO sets in their homes.**
**95% regularly receive one or more NEWSPAPERS.**
**78% regularly receive one or more MAGAZINES.**
**37% have TELEVISION sets.**

When we considered the results in terms of the types of families, we found that the proportions-of-homes-reached was lower among TOWN and FARM households—lower, that is, except in the case of radio!

**% OF URBAN HOMES REACHED BY VARIOUS MEDIA**

| | |
|---|---|
| Radio | 98.3% |
| Newspapers | 98.2% |
| Magazines | 84.7% |
| Television | 47.3% |

**% OF TOWN HOMES REACHED**

| | |
|---|---|
| Radio | 97.3% |
| Newspapers | 93.4% |
| Magazines | 66.1% |
| Television | 22.4% |

**% OF FARM HOMES REACHED**

| | |
|---|---|
| Radio | 96.1% |
| Newspapers | 87.7% |
| Magazines | 64.4% |
| Television | 21.5% |

And radio reaches those hard-to-

*(Continued on page 40)*

# AUG. NETWORK GROSS DOWN 6% *Due to Rate Cuts*

EFFECT of the rate cuts for national radio network time introduced in July by CBS and NBC is evident in the table of gross time sales for August and January-August, this year and last, of the four nationwide networks released by Publishers Information Bureau for publication today (Monday). Combined network total for August 1951 is 6% below that for August 1950, while the eight-month combined gross for this year is down only 2.2% from the 1950 level.

Individually, CBS gross time sales in August of this year were off 4.1% from August 1950 and NBC suffered a decline of 16.6% ABC and MBS reductions were made as discounts on net and not cuts in gross billings and therefore are not reflected in the PIB figures (see explanation below).

ABC for August shows a decline of 2.2% from August of last year while Mutual shows an increase of 22%. PIB breakdown is shown in Table I.

Gross time sales for the previous seven months, January through July, were also tabulated by PIB (Table II).

Rate reductions put into effect July 1 by NBC and CBS—added to the normal let-down in radio network billings when many sponsors take a summer hiatus for their programs — pulled the July gross time sales of the four nationwide radio networks down 21.1% from their June total, according to the PIB's compilation of advertisers' expenditures for radio network time.

Combined gross of the four networks was reported by PIB as totaling $11,738,585 in July, compared with $14,872,111 in June.

While ABC and MBS also gave advertisers using their networks comparable savings in network time costs as of the same date, these cuts are not reflected in the PIB records as the ABC and Mutual deductions are made through discounts in net payments and not through changes in gross rates such as were made by CBS and NBC. A special notice, repeated frequently throughout the PIB July report, reads:

"According to the practice which PIB has followed for many years, the program values shown in the service are gross, based on one-time network or station rates currently in effect. Such a practice has necessarily been adopted since PIB totals are accumulated on a calendar year basis, while cash and frequency discounts are credited by the network to the advertiser whenever earned.

"Starting in July, CBS and NBC have reduced their gross time rates by approximately 10%; this reduction has been put into effect on all programs appearing on these two

*(Continued on page 111)*

TABLE I

NETWORK RADIO

| | Aug. 1951 | Aug. 1950 |
|---|---|---|
| ABC | $ 2,210,352 | $ 2,258,244 |
| CBS | 4,455,528 | 4,644,066 |
| MBS | 1,329,375 | 1,090,222 |
| NBC | 3,808,906 | 4,566,293 |
| Total | $11,804,161 | $12,558,825 |
| | Jan.-Aug. 1951 | Jan.-Aug. 1950 |
| ABC | $ 21,870,502 | $ 23,999,013 |
| CBS | 48,106,085 | 45,218,878 |
| MBS | 11,537,124 | 10,641,066 |
| NBC | 37,537,629 | 41,931,767 |
| Total | $119,051,340 | $121,790,724 |

TABLE II

| 1951 | ABC | CBS | MBS | NBC |
|---|---|---|---|---|
| January | $3,099,418* | $6,849,462* | $1,542,887 | $5,215,947 |
| February | 2,702,721* | 6,111,346* | 1,426,705 | 4,731,626 |
| March | 2,891,339 | 6,808,938* | 1,648,006 | 5,085,636 |
| April | 2,980,183* | 6,502,009* | 1,539,801 | 4,897,882 |
| May | 2,996,143* | 6,760,750* | 1,510,818 | 5,329,752 |
| June | 2,720,268 | 6,216,255* | 1,191,691 | 4,739,193 |
| July | 2,270,078* | 4,401,797 | 1,347,841 | 3,728,687* |

*Indicates revised figures from those previously reported.

TABLE III

TOP 10 RADIO NETWORK ADVERTISERS—JULY 1951

| | |
|---|---|
| 1. Procter & Gamble Co. | $962,088 |
| 2. Miles Labs | 589,325 |
| 3. General Mills | 471,888 |
| 4. American Home Products | 449,888 |
| 5. Philip Morris | 374,277 |
| 6. Lever Bros Co. | 370,329 |
| 7. Sterling Drug Inc. | 358,681 |
| 8. William Wrigley Jr. Co. | 355,303 |
| 9. Liggett & Myers | 345,288 |
| 10. Schenley Industries Inc. | 312,536 |

TABLE IV

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUP FOR JULY 1951

| | | | | | |
|---|---|---|---|---|---|
| Agriculture & Farming | Allis-Chalmers Mfg. | $ 30,429 | Household Furnishings | Burton-Dixie Corp. | 36,110 |
| Apparel, Footwear & Accessories | ..... | ..... | Industrial Materials | U. S. Steel Corp. | 120,600 |
| Automotive, Auto. Access. & Equip. | Firestone Tire & Rubber | 68,837 | Insurance | Prudential Ins. Co. of Am. | 106,667 |
| Aviation, Aviation Access. & Equip. | ..... | ..... | Jewelry, Optical Goods & Cameras | Longines-Wittnauer Watch Co. | 74,365 |
| Beer, Wine & Liquor | Schenley Industries (Blatz Brewing Co.) | 312,536 | Office Equip., Writing Supplies, Stationery & Accessories | ..... | ..... |
| Bldg. Materials, Equip. & Fixtures | Johns-Manville Corp. | 107,681 | Political | ..... | ..... |
| Confectionery & Soft Drinks | Wm. Wrigley Jr. Co. | 355,303 | Publishing & Media | Book Associates | 19,213 |
| Consumer Services | American Telephone & Telegraph | 75,857 | Radios, TV Sets, Phonographs, Musical Instruments & Access. | R C A | 212,776 |
| Drugs & Remedies | Miles Labs | 589,325 | Retail Stores & Direct By Mail | Dr. Hiss Shoes, Inc. | 1,185 |
| Entertainment & Amusements | ..... | ..... | Smoking Materials | Philip Morris Co. | 374,277 |
| Food & Food Products | General Mills | 471,888 | Soaps, Cleansers & Polishes | Procter & Gamble Co. | 612,657 |
| Gasoline, Lubricants & Other Fuels | Standard Oil Co. of Indiana | 102,484 | Sporting Goods & Toys | ..... | ..... |
| Horticulture | ..... | ..... | Toiletries & Toilet Goods | Gillette Safety Razor Co. | 249,876 |
| Household Equipment & Supplies | Philco Corp. | 136,672 | Transportation, Hotels & Resorts | Ass'n. of American Railroads | 76,110 |
| Source: Publishers Information Bureau | | | Miscellaneous | American Federation of Labor | 102,000 |

TABLE V

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND FIRST SEVEN MONTHS OF 1951 COMPARED TO SAME PERIOD, 1950

| | July 1951 | Jan.-July 1951 | July 1950 | Jan.-July 1950 |
|---|---|---|---|---|
| Agriculture & Farming | $ 30,712 | $ 380,219 | $ | $ |
| Apparel, Footwear & Accessories | | 491,497 | 7,260 | 354,143 |
| Automotive, Auto. Access. & Equip. | 226,590 | 2,558,290 | 146,855 | 2,304,413 |
| Aviation, Avia'n. Access. & Equip. | | | | |
| Beer, Wine & Liquor | 365,335 | 2,092,669 | 36,672 | 685,183 |
| Bldg. Materials, Equip. & Fixtures | 107,681 | 816,118 | | |
| Confectionery & Soft Drinks | 582,059 | 3,760,879 | 109,174 | 614,281 |
| Consumer Service | 163,435 | 1,831,447 | 10,890 | 110,655 |
| Drugs & Remedies | 1,519,987 | 14,035,917 | 12,600 | 122,400 |
| Entertainment & Amusements | | | | |
| Food & Food Products | 2,695,446 | 26,156,661 | 276,127 | 2,224,200 |
| Gasoline, Lubricants & Other Fuels | 432,181 | 3,463,554 | 31,560 | 604,230 |
| Horticulture | | 86,394 | | 1,410 |
| Household Equipment & Supplies | 223,543 | 1,665,019 | 5,775 | 909,518 |
| Household Furnishings | 72,410 | 573,639 | 25,500 | 991,519 |
| Industrial Materials | 120,600 | 1,210,715 | 119,279 | 213,492 |
| Insurance | 255,668 | 1,841,280 | | |
| Jewelry, Optical Goods & Cameras | 80,325 | 691,430 | | 43,296 |
| Office Equip., Writing Supplies, Stationery & Accessories | | 389,292 | | |
| Political | | | | |
| Publishing & Media | 37,529 | 204,172 | 19,650 | 144,947 |
| Radios, TV Sets, Phonographs, Musical Instruments & Access. | 236,181 | 1,535,475 | 84,120 | 1,554,182 |
| Retail Stores & Direct By Mail | 1,185 | 26,154 | | 1,631 |
| Smoking Materials | 1,374,892 | 12,520,143 | 349,654 | 2,902,031 |
| Soaps, Cleansers & Polishes | 1,062,771 | 10,851,043 | 5,775 | 199,290 |
| Sporting Goods & Toys | | | | |
| Toiletries & Toilet Goods | 1,604,449 | 16,297,798 | 208,974 | 1,352,013 |
| Transportation, Hotels & Resorts | 88,343 | 748,888 | | |
| Miscellaneous | 547,263 | 3,008,668 | 4,628 | 99,724 |
| TOTALS: | $11,738,585 | $107,237,361 | $1,454,493 | $15,432,288 |

Source: Publishers Information Bureau

## ZIV SHOWS IN N.Y.

### WNBC Buys Four

SALE of exclusive New York rights to the Frederic W. Ziv Co.'s top four transcribed radio packages to NBC's WNBC New York was announced last week by the Ziv company.

The four properties are *Bright Star*, featuring Irene Dunne and Fred MacMurray; *Bold Venture*, with Humphrey Bogart and Lauren Bacall; *Favorite Story*, with Ronald Colman and *Guy Lombardo Show*. The contracts are for 52 weeks.

Ted Cott, WNBC general manager, said acquisition of the four packages represents an important forward step in WNBC's development and makes top-budgeted shows available to local advertisers at "realistic prices."

*Bold Venture* already has been re-sold by WNBC to Omnyl Pharmacal Co.'s Nu-Pax, to start Oct. 21 (see story page 44).

Negotiations for the properties were conducted by Mr. Cott for WNBC and by vice president Herbert Gordon for Ziv.

Strietmann Biscuit Co. of Cincinnati, subsidiary of United Biscuit Co. of America, has signed for 52 weeks of *Bright Star*. Firm will sponsor the Irene Dunne-Fred MacMurray series over WWNC, Asheville, N. C.; WHIS Bluefield, N. C.; WMFD Wilmington, N. C.; WDBJ Roanoke, Va.; and WWOD Lynchburg, Va.

**NEW HALF-HOUR Ziv series, *Bright Star*, is sold by R. Main Morris (c), assistant manager, KLZ Denver, to the Central Bank & Trust Co. of that city for Monday night airing. Curt Freiberger (l), head of Denver agency bearing his name which handles the bank account, examines promotion material with Max Brooks (r), bank vice president.**

# SARNOFF LOOKS AHEAD On 45th Radio Year

BRIG. GEN. DAVID SARNOFF, RCA board chairman, last Thursday celebrated his completion of 45 years in radio by asking RCA research scientists to make three new inventions before his 50th radio anniversary five years hence.

Praising their past achievements, Gen. Sarnoff called on the scientists to invent an electronic amplifier for light for television, a television picture recorder and an electronic air-conditioner for home use.

This three-fold challenge was delivered following a luncheon in Gen. Sarnoff's honor held at the RCA Labs in Princeton, which were officially re-named the "David Sarnoff Research Center" at that time. A bronze plaque was presented by Gano Dunn, president, J. G. White Engineering Corp., and an RCA director. Plaque's inscription reads:

"Commemorating the 45th anniversary of David Sarnoff's entry into the field of radio on Sept. 30, 1906, this plaque is dedicated by his associates in the Radio Corp. of America as a symbol of their esteem and admiration.

"As a pioneer of wireless, he has contributed immeasurably to the development of radio, television and electronics as new services to the nation and to the American people.

"A creative crusader of progress endowed with a penetrating vision, David Sarnoff has continually led the way across new frontiers in science, art and industry to make the universe vibrant with international communications.

"These laboratories, the RCA Victor plants, the RCA world-wide radio cricuits and the NBC radio-television networks, symbolize his faith in science, his constructive planning and enduring achievements.

"David Sarnoff's work, leadership and genius comprise radio's preeminent record of the past, television's brilliant performance of the present, and a rich legacy in communications for the future."

In asking RCA's research scientists for the three new inventions, Gen. Sarnoff said that he was fully aware of the challenge to their ingenuity, "but I know that you can solve the problems because you have an enviable record of accomplishment in science."

The electronic amplifier of light, which would provide brighter, clearer projected pictures for both home and theatre TV, giving a "big-looker" to television comparable to radio's "loud-speaker," was tilted "Magnalux" by Gen. Sarnoff.

"A true photo-amplifier that could produce bigger and brighter pictures in fine detail would greatly advance television in the home," he said. "It is also needed for theatres and industrial purposes. The presently known optical systems cannot accomplish it. We can, of course, enlarge pictures optically, but in the process light is lost and the pictures became dimmer instead of brighter. What is needed is a true amplifier of light itself."

The second Sarnoff request, for a "Videograph" which would record TV's picture signals on an inexpensive tape in the same way that sound is now recorded on discs or tape, would provide a permanent record for reproduction at any time and place.

"The television art needs an electronic recorder of television picture signals," Gen. Sarnoff stated. "Today, when a television program is recorded, the pictures pass from the camera through the major portion of the television system and first reproduce the picture on the face of a kinescope. Another and special camera placed in front of the kinescope photographs the program on motion picture film. But that technique is costly, time-consuming and limited. The pictures pass through all the possible hazards of the television system and then through all the photographic process with its possible degradations. As a result, the recorded picture suffers in quality.

"In contrast with present kinescopic recordings on film," Gen. Sarnoff pointed out, "the instantaneous recording of the actual television picture signals on tape would be more economical, would save time in processing and would simplify certain problems of distribution. Also, it would solve the national time-zone problem in telecasting. Any number of copies of such tapes could be made instantaneously and copies could be preserved for historic reference or other use."

Gen. SARNOFF

The "Electronair," final request of the RCA chairman, was envisaged as a small, inexpensive home air conditioner that would fit any room and would operate noiselessly, without moving parts, by tubes or possibly through the action of electrons in solids.

Noting recent applications of the discovery that electrons will work in cold solids as well as in heated vacuum tubes, Gen. Sarnoff said: "Electrons in solids offer tremendous possibilities and I bid you harness them to work in 'solid comfort' instead of subjecting them to red hot heat. Indeed, cold electrons are a great challenge, the promise of which is already manifested in tiny transistors, now being developed for use as detectors and amplifiers in radio, wire and cable communications.

"You have succeeded in throwing away the spinning wheels in television," he declared, "and I am sure that you will also succeed in discarding the wheels and noise in air-conditioners."

## America's Leaders Salute Gen. Sarnoff

Congratulations on your 45 years of great achievements in the field of radio, television and electronics. Through your leadership in American industrial life and in science you have contributed immensely to the growth of America and its preeminence in communications. It is most fitting therefore that RCA Laboratories at Princeton be named the David Sarnoff Research Center and I extend to you and your staff of scientists my warm wishes for continued progress.

*Harry S. Truman*
*President of the United States.*

I have just learned that on Thursday you will celebrate the 45th anniversary on your entrance into the radio industry. My heartiest congratulations to you.

Throughout your years of service you have been a vital and imaginative force in the development and expansion of radio. Under your leadership and genius radio has grown from a very small beginning until today it serves as an integral part of our daily lives bringing to all of us the best in entertainment, public service and the tremendous news events of these times. May your anniversary be a very happy one indeed and may you continue to guide RCA for many years to come.

*Thomas E. Dewey*
*Governor of State of New York.*

Other messages were received from Frank B. Folsom, RCA president, now on a visit to Rome; Owen D. Young, first chairman of the Board of RCA; John T. Cahill, RCA director and general counsel, who was in Washington appearing before the Senate Judiciary Committee on the nomination of Frieda B. Hennock, FCC Commissioner, to a Federal District Court Judgeship in New York.

# DEFENSE ADS

## O'Mahoney Protests Funds

AMERICAN advertising media — and particularly radio and television—last week stood before the bar of Congressional opinion on the issue of funds for military recruiting activities.

The controversy joined a fortnight of Senatorial onslaughts on the wisdom of allowing the Dept. of Defense adequate monies to finance radio, TV and other media activities for the new fiscal year, which began last July 1.

Leading the attack was Sen. Joseph O'Mahoney (D-Wyo.), who protested the expenditure of nearly $1 million for three network radio programs slated to get under way this month. He planned to urge outright cuts in radio funds when the matter comes before a joint Senate-House conference committee momentarily.

Spokesmen for both the Army and Air Force indicated, however, that both branches would proceed with their network radio plans in pursuit of a "vigorous recruitment program through voluntary means already authorized by Congress."

The view of the military traditionally has been that it would siphon paid funds to those media which cooperate to the greatest extent in offering free time or space. Furthermore, spokesmen pointed out, the military has received "good returns" from money spent thus far on radio-TV.

Sen. O'Mahoney's concerted move the past two weeks, born of a sudden inclination for economy, is directed primarily at radio and television. Allowing these funds, he told BROADCASTING • TELECASTING, would "not be an effective and efficient way of spending the taxpayers' money."

With respect to other media funds, the Senator said he would

*(Continued on page 36)*

# EXCESS PROFITS

## *Tax Relief Defended By Senate Group*

PROPONENTS of excess profits tax "relief," backed up by radio and TV-conscious legislators, survived a series of Senate line bucks by administration stalwarts last week.

If the defending bloc can continue to withstand any last-minute attempts to get a higher tax rate and to knock out relief, broadcasters can hope the revenue bill will not be too cut-up in joint Senate-House conference.

The key bout for those who supported the relief formula, as reported by the Senate Finance Committee [BROADCASTING • TELECASTING, Sept. 24, 17], occurred last Tuesday. A faction led by Sen. Joseph C. O'Mahoney (D-Wyo.) failed that day in attempts to throw out a series of relief provisions for new businesses and others hit hardest by the Excess Profits Tax Act.

One of these provisions is a new relief formula written into the proposed revenue act by the Senate committee.

This section would permit radio-TV broadcasters to use their own earnings or the industry rate of return for computing their tax. The longer established broadcaster would benefit from the first method —that of using his firm's own earnings as a base.

The model bill (S 1861) that served as the basis for the committee's action was offered by Sen. J. Allen Frear (D-Del.) [BROADCASTING • TELECASTING, Aug. 6, July 30, 23].

*Man who helped prod action on excess profits relief for TV broadcasters in Senate is Sen. Frear (l), who talks about his model bill with Bob Kelly, his administrative assistant.*

* * *

### Humphrey's Support

Unexpected support for the radio-TV industry came from an administration stalwart, Sen. Hubert H. Humphrey (D-Minn.), and repeated critic of the Senate Finance Committee bill.

Sen. Humphrey came to the industry's defense during debate Sept. 21. Pointing out the television industry "did not really get started until within the past three or four years," the Senator said:

"In that area I would surely recognize that one would have to adjust the base . . . because of its limited experience with the economic market."

He then outlined the "two favorable alternatives in computing its average earnings credit"—apply to the total radio-TV assets the radio assets alone or apply an industry rate of return alone on total of all assets.

Vote in the Senate defeating Sen. O'Mahoney's move to chuck out relief provisions was a steamrolling 70-to-15.

Co-captains of the defending forces were Sens. Walter F. George (D-Ga.), chairman of the finance group, and Eugene D. Millikin (R-Col.).

Sen. O'Mahoney shared the spotlight for the administration group, which tried to boost the $5½ billion revenue measure closer to President Truman's request for a $10 billion tax program, with Sens. Paul H. Douglas (D-Ill.) and Herbert H. Lehman (D-N. Y.).

During debate, Sen. O'Mahoney said the country seemed to be getting concerned about growing companies "which can charge $735 a minute." Sen. Millikin answered in part that television broadcasters are making money, "but they did not make money during the base years (1946-1949 inclusive)."

To bolster his argument that the television industry does not need relief, Sen. O'Mahoney produced an article, "Fabulous Upswing in TV Billings," which appeared in the Sept. 8 *TV Digest*. The article described the climb of gross sales among TV stations.

Sen. Millikin summed up the TV broadcasters' plight, saying the question was "how to provide some kind of a constructive base to take care of that business and other new businesses which had no fair base period against which to relate their so-called excess profits."

Summary of the TV industry position was given on the Senate floor by Sen. George. He said it was "indisputable" that pioneering companies "suffered heavy losses" during the years 1946 through 1949.

"The fact that these losses would be suffered was clearly envisioned by these companies, but they had courage and foresight to see that television broadcasting would eventually become a profitable business," he said.

### Radio Income

The Senator said now that the business is profitable, "these companies find that they not only have no normal earnings credit . . . but even their normal base period income from radio broadcasting . . . during the base period has been reduced below the normal level by the base period television broadcasting losses."

Sen. O'Mahoney showed the Senate, in opening debate Sept. 21 on tax-relief provisions, a letter from the Treasury Dept. that attacked these sections. However, Sen. George reminded the Wyoming Senator that "Mr. Lynch does not make the policies of the Treasury Dept." (The letter was signed by Thomas J. Lynch, the Treasury's general counsel.)

It was predicted that with a tax speed-up in the Senate, the bill may go to joint Senate-House conference sometime this week.

# CITRUS BUDGET

## Radio-TV Portion Doubled

RADIO-TV budget of the Florida Citrus Commission for the citrus season just getting under way will be more than doubled, it was learned last week.

Figures were to be released generally in a radio interview yesterday between Ralph Henry, acting advertising manager for the citrus commission, and Jack Forshew, Lakeland, Fla., manager for J. Walter Thompson Co., commission agency.

The agency will place $2 million in consumer advertising during the upcoming season. Of this $585,000 is to be spent in radio and television as compared to $213,000 last year.

Local radio spots will be used on 43 stations in 32 markets. Video spots and participation shows will be used on 25 stations in 17 markets. All the markets are in the northeastern and north central sections of the country.

Interview between Messrs. Forshew and Henry was to take place during a 15-minute weekly public service feature entitled, *Citrus Mutual Calling*. The program was carried over 12 Florida radio stations in the citrus belt.

### TV Demonstrative

"We've found this year that TV particularly gives us an opportunity to do something with Florida citrus that makes a natural sale we feel, and that is the ability of TV to take the product into the home and show a demonstration of the product in use," Mr. Forshew said.

"That's been a very costly operation with actual people before," he explained. "Now with TV we have the opportunity to do it. And all three citrus products lend themselves very well to have these home economists, who have their following in how to prepare tonight's meal or tomorrow's meal, do a wonderful job in showing them how to prepare citrus in many delightful dishes."

# COCA-COLA ADDS

## Also Considers TV

COCA-COLA Co., New York, through D'Arcy Adv. Co., New York, will sponsor an additional radio show and is contemplating adding another TV program to its present radio and TV schedule.

The new program in radio will feature Mario Lanza (summer replacement on the Edgar Bergen show) on Monday, 10-10:30 p.m., on NBC Radio. Coca-Cola also will retain the *Edgar Bergen-Charlie McCarthy Show* on CBS Radio, Sunday, 8-8:30 p.m.

This week a kinescope will be made of the Andre Kostelanetz program and a decision is expected within a fortnight as to whether the soft drink firm will underwrite the show.

# 1897 Jack M. Draughon 1951

JACK M. DRAUGHON, manager and co-owner of WSIX-AM-FM Nashville, died Thursday morning after an extended illness. He was 54 years old and he had suffered two years from a heart affliction.

Mr. Draughon entered broadcasting over two decades ago with his younger brother, Louis. He was a nationally-known industry figure and had taken an active part in many of radio's important events.

The Draughons started WSIX in 1927 at Springfield, Tenn., about 25 miles from Nashville, as a sideline to their oil and tire business interests. They moved the local outlet to Nashville in 1937 and received a regional grant, 5 kw 980 kc, in 1941.

Jack Draughon had been confined to his bed much of the time since the summer of 1949, but had remained active in management of WSIX until recently. He lived on one of the Draughon farm properties outside Springfield. Before becoming bedfast he had commuted to the station in Nashville.

The Draughons had applied for TV some years ago but their application was caught in the FCC freeze. Louis Draughon has been in active charge of the station since his brother's condition became acute.

Mr. DRAUGHON

Funeral services were held Friday afternoon from the First Methodist Church of Springfield. Surviving are his widow, Nancy, and a daughter, Jacqueline.

# NEWS 'SECURITY' Curbs Ordered by President

RULES governing release of security information by all government departments, agencies and employes, handed down Tuesday by President Truman, quickly drew protest from news media on the ground that censorship would develop.

President Truman explained the action standardizes the classification system now used in the Defense and State Depts. He cautioned government officials against exercise of censorship and predicted more, instead of less, government information will become available to the public.

Taking an opposite stand, the American Society of Newspaper Editors made public its reasons for objecting, based on a review of the information order last summer. This position was laid out in a letter sent July 10 to Joseph Short, White House information secretary.

Many capital newsmen expressed fear the standardized security system would cause government officials to assume censorship powers and to "clam up" when asked for information.

The Radio Correspondents Assn. is expected to take up the matter at its next meeting, scheduled in about a fortnight. Some newscasters voiced individual concern lest enforcement of the rules bring about a degree of censorship despite White House disclaimers.

Edward R. Murrow, on a regular CBS Radio newscast, said that the President's order "represents a real loss in the freedom we are preparing to defend."

Late Thursday President Truman ordered Office of Price Stabilization to kill a news ban by which OPS directed employes not to disclose news embarrassing to the agency. OPS Director Michael DiSalle was quoted as saying he knew nothing about the OPS order.

Associated Press Managing Editors' Assn., meeting at San Francisco Wednesday, voiced alarm over the Presidential mandate. Kent Cooper, AP executive director, in referring to the order said, "I'm really alarmed by what is being done to cover up mistakes in public office."

James S. Pope, *Louisville Courier-Journal* managing editor and chairman of the ASNE's freedom of information committee, joined James R. Wiggins, managing editor of the *Washington Post*, in urging that editors mobilize their efforts to meet the restrictions on information. "Many crimes have been committed in the name of security," Mr. Wiggins reminded.

On Capitol Hill four Republican Senators criticized the information order. Sen. Francis Case (R-S. D.) asked newsmen to tell him of any attempt by federal agencies to suppress news.

Sen. George D. Aiken (R-Vt.) said he would be "very surprised" if no attempt is made to use the regulations to cover up mistakes. Sen. Owen Brewster (R-Me.) foresaw "an almost inevitable tendency to cover up mistakes" and Sen. Homer E. Ferguson (R-Mich.) feared the order would prevent "legitimate news from getting out of departments of the government."

The National Assembly for the Advancement of Public Relations, of Washington, called on the President to name a five-man review board to provide necessary safeguards and serve best interests of the nation. President of NAAPR is Bernard Tassler, managing editor of the *American Federationist*, monthly AFL magazine.

### David Lawrence Suggestion

David Lawrence, syndicated columnist, suggested that the "Iron Curtain" has descended on relations between the executive branch of the government and the outside world. He contended the Administration's political appointees will decide what is or is not security information. He regretted no system of checking against abuse was created.

ANPA's opposition said in part:

**We recognize there are some categories of official information which affect military security and therefore should be withheld from all except responsible government officers. Our interest arises only at the point where information is classified so as to deny public access.**

**We strongly oppose an executive order which formally designates each head of a government agency an authority to classify information as injurious to national security, without definition of what breaches national security, and without appeal or review. We feel that the net effect of this executive order would be to formalize the suppression of much news to which the public is entitled.**

Signing the letter for ASNE were Alexander F. Jones, president; B. M. McKelway, James S. Pope, Jack H. Lockhart and Walker Stone.

After being informed of the Tuesday order Mr. Jones, executive editor of the Syracuse *Herald-Journal*, said.

"Any time you give a government department head authority to classify material as top secret on a security basis you are placing a

*(Continued on page 38)*

## Back to Standard

ALL networks were slated to follow the calendar and switch back to standard time with opening programs yesterday (Sunday). Those having daylight saving time playback plans, calling for transcribed repeats one hour later than actual broadcasts, cancelled the operation after Saturday night signoffs.

# Danger Signals in the Name of Security . . . . . AN EDITORIAL

PRESIDENT TRUMAN last week issued a directive which, however well intended, cannot result in anything but hopeless confusion among executive agencies of the federal government as to what constitutes releasable news and what should be withheld on grounds of security.

The President told the agencies to adopt uniform safeguards to prevent valuable intelligence from leaking to enemies. But he left it up to each to make its own decisions about what to tell and what to keep to itself.

No working newsman who has had experience with government agencies will venture to hope that this plan will achieve the President's announced purpose of keeping secrets from our enemies on the one hand and keeping the U. S. public informed on the other.

Even if every government official dealing with this question makes an honest effort to be objective —a condition without precedent, we must forlornly point out—there will still be wide discrepancies in judgment among departments. The working newsman may expect to encounter silence in one agency and garrulity in another on the same story.

Among all agencies, moreover, there will be an irresistible tendency to withhold information concerning which officials have the slightest doubt. An example of this sort of bureaucratic decision occurred last March when the FCC classified as "restricted" a conference on defense planning to which every broadcaster in the U. S. was invited. Mind you, the "restricted" label applied to the calling of the meeting itself and not just to the details of the discussion.

Aside from errors in judgment that are inevitable in the President's system of secret-keeping, there exists an opportunity, which some will see as an invitation, for government officials to use these powers as a means of improving their own status. In the constant jockeying for position that goes on in Washington, Department Chief A might very well find it convenient to conceal news permanently or until its disclosure gave him a tactical advantage in whatever intramural vendetta he happened to be conducting against Department Chief B.

Now we do not mean to imply that there is no need to establish a system of preventing critical intelligence from reaching the enemy. Quite obviously, as long as the U. S. is confronted by a hostile alliance as big and treacherous as the Soviet, the U. S. will have secrets it must keep.

But the system of protecting security must be orderly and must guarantee the disclosure to the U. S. public of the absolute maximum of information consistent with the nation's welfare. The President's system assures neither.

What is needed is a reactivation of the Office of Censorship that functioned during World War II.

We are aware that on the surface it may seem strange that this publication advocates the formation of any government agency in whose title the word "censorship" appears. No trade magazine to our knowledge has campaigned more steadily against government control over information than this journal has. But when national security is involved, as it is today, and when an attempt to protect it is made in a form that virtually guarantees failure, we feel the only thing to do is to put the censoring power in the hands of people who will use it with discretion.

An Office of Censorship should be recreated. Its chief should be a man of unassailable professional experience in news and should report directly to the President. His staff should be drawn from the better news brains in broadcasting and the press.

Only that kind of an organization is competent to reconcile the news media's avidity for news and the government's characteristic partiality to concealment. Byron Price, now deputy director general of UN, performed exemplary service during World War II as director of censorship, working voluntarily with press and radio without a single untoward incident.

No American newsman likes censorship. But neither does any responsible human like war or what passes for "peace" at this chaotic moment.

If censorship over government news must come, as we believe it must, it should be administered by people who understand its inherent evils and who will not attempt to perpetuate it or their administration beyond the limits of the present emergency.

# KVER SOLD

## Three Other Stations File for Transfer

SALE of KVER Albuquerque, N. M., for $80,000 to Mrs. Helen Price, Washington and Atlantic City, was reported last week. Transaction is subject to FCC approval.

Transfer applications were filed also with the Commission last week for WGAD Gadsden, Ala.; WJHO Opelika, Ala.; KWRN Reno, Nev.

FCC granted final approval to transfers of the following stations: KOLT Scottsbluff, Neb.; WREV-AM-FM Reidsville, N. C.; WHLN Harlan, Ky.; WNVA Norton, Va. and others. (Details in FCC ROUNDUP, page 111).

KVER licensee, Westernair Inc., will sell the station to Mrs. Price and Bert Arnold, an active broadcaster. He has been with WFLA Tampa, WQAM Miami, WGR Buffalo, N. Y., and other stations. Blackburn-Hamilton Co. handled the KVER sale.

W. Curtis DeLamar, publisher of the *Gadsden* (Ala.) *Times*, filed to buy WGAD there from General Newspapers Inc. for $46,000. He is applying through Goosa Broadcasting Co., a corporation owned 60% by him, 30% by his wife and 10% by his daughter.

Owners of WJHO Opelika, Ala., requested permission to sell one-fourth interest to Miles H. Ferguson, local business man, for $7,500 plus. Present partners are Yetta G. Samford, C. S. Shealy and Aileen M. Samford, executrix of the estate of Thomas D. Samford, Jr., deceased. The partnershsip does business as Opelika-Auburn Broadcasting Co.

A veteran broadcaster, Donald W. Reynolds, filed to purchase 50% interest in KWRN Reno, Nev., from Kenyon Brown for $1,250. Mr. Reynolds is majority owner of KFSA-AM-FM Fort Smith and KBRS Springdale, Ark. He also holds interest in TV applications for Tulsa, Oklahoma City, Las Vegas, Little Rock and Erie, Pa. He is part owner of KHBG Okmulgee, Okla., KAKE Wichita, Kan., and WIKK Erie.

## HAID TO WSPD

### Succeeds Flanigan As Mgr.

APPOINTMENT of Allen L. Haid, manager of Fort Industry's WSAI Cincinnati, as manager of the company's WSPD-AM-FM-TV Detroit was announced last week. In his new post Mr. Haid succeeds E. Y. Flanigan, who died in late August [BROADCASTING • TELECASTING, Sept. 3].

Mr. Haid

Glenn Jackson, program director of the WSPD properties, was named vice president and general manager of WMMN, the Fort Industry station at Fairmont, W. Va.

J. Robert Kerns, manager of WMMN, goes to WSAI as vice president and managing director.

The changes were announced by Richard Jones, Fort Industry vice president in charge of the company's northern district. The new WSPD manager is a former manager of WMMN who moved into the WSAI managership when Fort Industry acquired that station earlier this year.

## Halley Speaks

RUDOLPH HALLEY, prosecutor of the former Kefauver Committee and Liberal Party candidate for president of the New York City Council, will address the first luncheon meeting of the 1951-52 season of the Radio Executives Club of New York, Oct. 4, at the Waldorf-Astoria Hotel.

## upcoming

### NARTB DISTRICT MEETINGS

| Dates | Dist. | Hotel | City |
|---|---|---|---|
| Oct. | | | |
| 4-6 | 14 | Utah | Salt Lake City |
| 8-9 | 17 | Davenport | Spokane |
| 11-12 | 15 | Clift | San Francisco |
| 15-16 | 16 | Beverly Hills Hotel | Los Angeles |
| 25-26 | 6 | St. Charles | New Orleans |
| 29-30 | 13 | Shamrock | Houston |
| | | * * * | |
| Nov. | | | |
| 1-2 | 5 | Soreno | St. Petersburg |
| 8-9 | 7 | Seelbach | Louisville |
| 12-13 | 3 | William Penn | Pittsburgh |
| 15-16 | 1 | Somerset | Boston |

* * *

Oct. 2-3: NARTB Television Program Standards Committee Meeting, NARTB Hdqrs., Washington.
Oct. 4-5: Kentucky Broadcasters Assn., Hotel Beecher, Somerset, Ky.
Oct. 4-5: Continental Adv. Agency Network, 19th Annual Meeting, Philadelphia.
Oct. 5-7: Second District Meeting, Adv. Federation of America, Sterling Hotel, Wilkes-Barre, Pa.
Oct. 7-9: Tenth District Meeting, Adv. Federation of America, Washington-Youree Hotel, Shreveport, La.
Oct. 12-13: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 15-16: Boston Conference on Distribution, 23d Annual Forum, Hotel Statler, Boston.
Oct. 15-19: Society of Motion Picture & Television Engineers Convention, Hollywood Roosevelt Hotel, Hollywood.
Oct. 18-19: North Carolina Assn. of Broadcasters, Fall Meeting, Battery Park Hotel, Asheville, N. C.
Oct. 18-20: AAAA Pacific Council Annual Meeting, Hotel del Coronado, Coronado, Calif.

## AMA Cites NBC

AMERICAN Medical Assn. recently bestowed a citation upon NBC in "appreciation of cordial cooperation and effective teamwork in health education by radio." Presentation was made at the close of *Worthy of His Hire*, an NBC radio documentary about employment of the physically handicapped, broadcast Sept. 23. Award was made by Dr. W. W. Bauer of AMA and was accepted by Niles Trammell, chairman of the NBC board.

# AD ALLOWANCES

## Proposal Preserves Power

WATERED-DOWN minority proposal, which would preserve most of the administration's powers over allowable advertising costs, was contained in legislation marking time in the Senate last week.

The minority substitute was offered by Sen. Homer Capehart (R-Ind.), author of the original formula, and three GOP colleagues and represented a noticeable withdrawal from the position they had taken earlier.

The new administration proposal was outlined in a report filed with the upper chamber last week. Authorities say it would restrict the number of manufacturers who could apply for price boosts under a "financial hardship" clause, and permit the President to set unelastic ceilings for allowable advertising, selling, labor and other costs [BROADCASTING • TELECASTING Sept. 24].

The new Capehart plan goes along with the administration pitch in these details, but sets aside exceptions which would:

(1) Require the President through the Office of Price Stabilization to issue regulations within 60 days and mandate a complete revision of all price levels.

(2) Employ a mandatory cutoff date of July 26 in allowance for sellers' increased costs in ceiling price levels.

(3) Allow a manufacturer, processor, or industrial service establishment to apply for an increased price ceiling beyond July 26 if he is paying increased labor costs beyond that date.

The bill (S 2170) was reported last Monday by the Senate Banking & Currency Committee. The minority substitute (S 2155), introduced Sept. 21, also was co-authored by Sens. John W. Bricker (R-Ohio), Everett Dirksen (R-Ill.) and Andrew F. Schoeppel (R-Kans.). The full committee earlier had adopted the administration plan, 9-4.

## CBS BONUS

### Add Three in Idaho

ADDITION of three new CBS radio bonus affiliates in Idaho [CLOSED CIRCUIT, Sept. 17] was announced last week, effective today (Monday). They are: KID Idaho Falls, on 1350 kc with 5 kw day and 500 w night, owned by Idaho Radio Corp. with C. N. Layne as general manager; KEYY Pocatello, on 1240 kc with 250 w fulltime, owned by Radio & Television Broadcasting Co. of Idaho with Clayton S. Hale as general manager, and KVMV Twin Falls, on 1450 kc with 250 w fulltime, owned by Radio Sales Corp. with Arch L. Madsen as general manager. KID and KEYY will be bonus to KSL, CBS radio affiliate in Salt Lake City, and KVMV will be bonus to KDSH Boise, Ida. Additions bring CBS Radio affiliates to 203.

**SPEAKERS at the up-state New York BMI program clinic in Rochester, Sept. 20 [BROADCASTING • TELECASTING, Sept. 24], include (seated, l to r): Ken Sparnon, BMI field representative for New York state and clinic chairman; E. R. Vadeboncoeur, vice president and general manager, WSYR-AM-TV Syracuse; Dr. Howard Hanson, Eastman School of Music, Rochester; Carl Haverlin, BMI president; William A. Fay, vice president and general manager WHAM-AM-TV Rochester, director of NARTB District 2 and chairman, Up-State N. Y. Broadcasters Committee; William S. Hedges, NBC vice president; Jack Knabb, Jack Knabb Adv., Rochester. Standing, Merl Galusha, supervisor, farm broadcasting, WGY Schenectady; Earl Kelly, manager, WWNY Watertown; Milton Slater, program director, WCAX Burlington, Vt.; W. Harold Moon, assistant general manager, BMI Canada, Toronto; Murray Arnold, program manager, WIP Philadelphia; Russell Sanjek, director of special projects, BMI New York; Glenn Dolberg, BMI director of station relations; W. Robert Rich, program director, WBEN Buffalo.**

# HENNOCK POST

## Hearings Resume Tomorrow

BEHIND closed doors, the Senate Judiciary Committee resumes hearings tomorrow (Tuesday) on the nomination of Frieda B. Hennock to be a judge of the U. S. District Court, Southern District of New York.

Hearings were prolonged because of time consumed by opposition witnesses and by frequent interruptions of legislative activity on the floor of the Senate.

The executive session was a departure for the committee which normally holds such meetings in the presence of the public and newsmen.

It consumed all day Thursday and was put over until tomorrow after two witnesses testified Friday.

According to a source close to the proceedings it was indicated that some members of the committee feel the opposition may be scoring at least a long delay in any Senate action.

It was even speculated that the committee may stretch hearings out and possibly sit on the nomination thus setting up a recess appointment by the President. If this materialized, confirmation proceedings would be put off for some months. Because of continued delays in committee, the proceeding has entered what is fast becoming the Senate rush to adjourn.

Chairman Pat McCarran (D-Nev.) virtually decreed secrecy on the proceedings Thursday by announcing he would not call Miss Hennock to the stand and that he doubted whether the transcript of the hearings would be made public.

However, it is expected that Miss Hennock will volunteer testimony on her behalf. Sen. McCarran said the committee would permit her to testify. Miss Hennock was present in the hearing room during the sessions. Thursday was her 47th birthday.

Spokesmen for New York's legal groups led the parade of witnesses testifying in opposition to the nomination on grounds that Miss Hennock lacks experience and is not qualified for a judgeship.

Only witness testifying in support of Miss Hennock's nomination thus far was John T. Cahill, RCA director and general counsel. Mr. Cahill, a former U. S. attorney in New York's southern district, told newsmen he knew the Commissioner as a lawyer and was appearing on her behalf.

Among those who may testify are FCC Chairman Wayne Coy, Comr. Paul A. Walker and possibly Comr. Robert F. Jones.

Identified as witnesses Thursday were President Whitney Seymour, Louis M. Loeb, also with law firm representing *New York Times*, and Leo Fennelly, all of the Assn. of the Bar of the City of New York, and Henry Root Stern, New York County Lawyers Assn.

Appearing Friday in opposition were Howard F. Burns, of Cleveland, chairman of the American Bar Assn.'s judiciary committee, and Chester Wood of the New York State Bar Assn. Still others may be called tomorrow to argue against confirmation, it was said.

A full committee, under the chairmanship of Sen. Pat McCarran (D-Nev.), attended the sessions. It was reported that Sen. Robert C. Hendrickson (R-N. J.) led the forces supporting Miss Hennock's nomination.

Sen. Warren G. Magnuson (D-Wash.), also a member of the Senate Interstate & Foreign Commerce Committee, said he wanted to hear both sides before taking a position on the nomination. And, he added, he thought that was the way all the Senators felt about it.

Sen. Magnuson also indicated that certain "legal cases" were discussed in committee.

It was reported that one matter injected into the proceedings was a lawsuit Miss Hennock filed against Julius Silver, who was her law partner from 1927 to 1934. It was further reported that the case involved a dispute over an agreement dissolving the partnership.

Also involved were royalties Miss Hennock was said to have alleged they were to share from the sale of a new type of camera. Introduced in evidence was Judge Cornelius Smyth's opinion deciding against Miss Hennock.

Others said to be ready to testify in support include: Louis S. Posner, former vice chairman, New York State Mortgage Assn.; Jacob Holtzman, member, New York State Board of Regents; and Judge Agnes Craig, New Yourk City Municipal Court. A number of women's bar associations from the New York City area had representatives at the Capitol. They also may testify. Some women's bar groups from the area have endorsed her nomination.

It was understood that the Federal Bar Assn. of New York, New Jersey and Connecticut is on record in favor of Miss Hennock.

Earlier in the week, Miss Hennock received backing from Attorney General J. Howard McGrath who said the Dept. of Justice would support the nomination "completely." He said she was "eminently qualified" for the judgeship.

The Attorney General thus added his voice to the President's, who flatly stated at a news conference that he was not going to withdraw the nomination he sent to the Senate June 12.

# LIBRARY 'UNITS'

## *New Service Feature Added by APS*

MAKING a sharp departure from established transcription library practice, Associated Program Service announced last week its library has been divided into units which will be leased singly or in combination, as well as in toto as in the past.

The new policy was announced by Maurice B. Mitchell, APS vice president and general manager, who said a station's individual library needs will be substantially the only factor determining what it buys from APS.

If a station needs only popular tunes, or transcribed commercials, for example, it need buy only that library unit out of the present library service, Mr. Mitchell explained.

The decision to sell APS services in units, he said, resulted from frequent inquiries for specific portions rather than the full library. APS officials feel stations should not be "forced" to lease an entire library in order to get only the parts they need.

With the number of stations now exceeding 2,000, he explained, a large number are "specialist," emphasizing programming in specific fields, with the result their library needs center on certain basic types of music rather than the full range.

Many stations, he said, will still want the full APS service. This will still be available at the regular APS price.

For those who want only parts, the following breakdowns have been made (prices are at one-year minimum):

1. Commercial Library — composed solely of transcribed commercials, including weather jingles, time jingles, lead-ins for 26 different types of advertisers, and others, plus the APS "Transcribed Sales Meetings." Available at $22.50 a month.

2. Production Library—consists of 247 different cuts of production music: Bridges, moods, sound effects, stingers, interludes, fanfares, modulations, etc. at $19.50 a month.

3. Show Medley Library—total of 82 medleys from major musical shows (250 selections); useful as open-end programs. $22.50 a month.

4. Radio Music Library—composed of 687 titles (aside from "bonuses") in the popular concert and standard production music fields. $47.50 a month.

5. Popular Library—Total of 729 different selections in popular dance music field (aside from "bonuses"), plus new releases monthly. $39.50 a month.

To save recoupling costs and keep prices down, material on the reverse sides of discs comprising the new library units may be used as "bonuses," whether the reverses are part of the library or not. Index cards for the extra material are included without extra charge.

Stations which subscribe to two or more of the unit libraries are allowed a 10% discount on the cost of each.

The contract is for a minimum of one year, but provisions are made for longer station protection up to five years.

As a special bonus, APS is offering a collection of Christmas carols for subscriptions entered by Oct. 15.

## Official Song

NEW SONG by Meredith Willson, musical director of NBC Radio's *The Big Show*, titled "Three Chimes of Silver," has been proclaimed official song of NBC's 25th anniversary celebration by Charles R. Denny, executive vice president of the network.

# BAB EFFORTS

## Networks Pledge Support

STATEMENTS of officials of ABC, CBS, MBS, and NBC praising the objectives of BAB were released by the radio-promotion bureau last week on the heels of the announcement that the networks and their owned-and-operated stations have signed for membership [BROADCASTING • TELECASTING, Sept. 24].

Howard S. Meighan, president of the CBS Radio Division, said "the dominance of the essential and unique values of radio is unchanged. It is only some of the *thinking* about these values which has shifted. Now that BAB is armed with funds and backed with the unified energies of radio broadcasters, I am convinced this thinking will swing back to its proper perspective."

Charles R. Denny, NBC executive vice president, said, "We are in accord with the aims and objectives of BAB in its efforts to bring to the broadcasting industry, advertisers, agencies, and the public a complete awareness of radio's economic and social values. . . . We intend to participate fully in BAB's activities, not limiting our support to financial matters."

Speaking for ABC, President Robert E. Kintner said that "ABC is happy to join BAB because of the results we feel BAB can achieve in promoting and publicizing as well as further developing radio as the nation's largest mass communications medium. ABC has the strongest possible faith in the future of radio. . . ."

Mutual President Frank White called it "both a privilege and an obligation for Mutual to lend its tangible support to the growing activities of BAB. . . ."

## AWRT Meeting

FIRST annual meeting of New York state chapter of newly organized American Women in Radio & Television will be held at Hotel Ten Eyck, Albany, Nov. 17-18. Two-day convention is slated to include two panel discussions, social events and business meeting. Jane Barton, program director, state radio bureau, Dept. of Commerce, will serve as chairman, and Beth Lee, formerly with WPTR Albany, vice chairman of the convention committee.

ONE-WAY GAZERS at NARTB District 11 meeting included (seated, l to r): Manny Marget, KVOX Moorhead; Harry W. Linder, KWLM Willmar, district director; Oliver Gramling, AP. Standing, S. (Bud) Fantle, KELO Sioux Falls; Robert Tincher, WNAX Yankton; Odin Ramsland, KDAL Duluth; Jack Hardesty, NARTB. District 11 met in Minneapolis.

CENTER OF ATTRACTION for this group of NARTB District 11 delegates wa Alice Kavanaugh, WTCN Minneapolis. Standing (l to r): Dalton LeMasurie KDAL Duluth; Harry Hyett, WEAU Eau Claire; F. E. Fitzsimonds, KFYR Bi marck; Lee L. Whiting, KEYD Minneapolis; Burt Squire, BMI; Bill Youn Lang-Worth; John Boles, KCJB Minot, N. D. Seated beside Miss Kavanaugh Ray Eppel, KORN Mitchell, S. D.

## Bill of Rights

*(Continued from page 23)*

hold, N. J., Judge Schettino heard William B. Novogrod, attorney for the newspaper and station, Mr. McKeon, and City Attorney Abraham Frankel, representing the city council. The court was told several councilmen had decided they had no objection to the broadcast after court action was instituted.

The court noted that the mayor and councilmen perhaps feared a rabble meeting would develop because of broadcasting, but later felt there would be no objection if the complete proceedings were broadcast. Frank L. Wilgus, WJLK news director, said the pickup installation would be simple.

Attorney Novogrod argued that the whole history of democracy is based on keeping the citizens informed and said public rights transcend all other interests. Granting of permission could cause no harm to city officials, he said, whereas lack of permission would do "irreparable damage."

Mr. Frankel argued that because the rights of newscasts are not settled in law, the court should hesitate to hand down a rule. He cited decisions in which courts have held broadcasts of court proceedings are not "rights" of stations, and referred to the Kefauver crime hearings.

Judge Schettino felt the court should not dodge the question merely because it was unique. He continued that news broadcasting comes within the basic term of "press" in the federal and state constitutions.

Judge Schettino took the position that a ban on broadcasts of a public hearing would do irreparable damage to the constitutional rights of the press (Asbury Park Press Inc., operating WJLK). He said:

**On the basic human interest our country spends millions of dollars broadcasting its public affairs, its civilization, through the Voice of America to peoples who are slaves in suppressed nations.**

**Yet, when we have an opportunity to do the same to some of our own unenlightened local citizens we object because it is something novel or something new.**

**An enlightened local citizenry is the best offense against foreign, oppressive thinking and against the local, state and municipal corruption that has been revealed in our country.**

Judge Schettino said he was not unmindful of the need to maintain decorum at public proceedings.

"It is one thing to say a mayor and council can control the mechanics of a meeting and something else to say that they have a right as public officials to exclude the dissemination of news of public interest in a mechanical manner which is new."

Judge Miller said:

**I have noted with very great pleasure and satisfaction the decision of Superior Court Judge Schettino of Asbury Park, N. J., holding that the public is entitled to have access to city council meetings through radio broadcasting.**

**Judge Schettino's decision recognizes that radio broadcasting, although a comparatively recent scientific development of public information, nevertheless is just as important as any of the older instruments of information.**

**Here we have a judge with vision, as well as legal learning, who understands that the law is a living, growing thing which must be restated from time to time in terms of varying and changing community problems.**

**His decision is a very proper recognition of the public's need and desire for accurate, on-the-spot radio coverage, and of their right to enjoy all the channels of speech and press which science and industry have made available to them.**

Ben Chatfield, WMAZ Macon, Ga., president of National Assn. of Radio News Directors, and Charles McCuen, WTCN Minneapolis, NARND news director, congratulated WJLK on its fight on behalf of free speech.

After the hearing Mayor Smock was quoted in the *Press* as follows: "WJLK performed an important public service by bringing the hearing to the public." He emphasized his belief the broadcast was a valuable service "because it was a complete broadcast of the hearing."

NJBA voiced its recognition of the importance of the decision. S. Carl Mark, of WTTM Trenton, who is NJBA president, issued this statement:

The decision of Judge Schettino in upholding the right of WJLK to broadcast a public council meeting affirms the belief held by every broadcaster that radio, like the press, performs a function guaranteed by the Constitution.

## SET OUTPUT

### TV Greatest Drop

PRODUCTION of radio receivers during the declining trend that has marked the first eight months of 1951 held up much better than that of TV sets, according to the monthly industry report compiled by Radio-Television Mfrs. Assn.

Radio output dropped 3.5% during the period compared to 13% for TV sets, RTMA found, amounting to 8,977,232 radio in 1951 compared to 9,303,000 in the first eight months of last year. TV output this year reached 3,633,516 sets in eight months compared to 4,184,400 for the same period a year ago.

August production included 48,323 radios with FM reception facilities, with 246,287 TV sets in 1951 having FM-band tuners.

| | Television | Home Radios | Portables | Auto Sets |
|---|---|---|---|---|
| January | 645,716 | 750,289 | 75,294 | 346,799 |
| February | 679,319 | 764,679 | 79,859 | 437,779 |
| March (Five Weeks) | 874,634 | 988,078 | 147,037 | 545,297 |
| April | 469,157 | 619,651 | 150,494 | 542,021 |
| May | 339,132 | 581,577 | 164,171 | 603,534 |
| June (Five Weeks) | 326,547 | 346,135 | 228,454 | 494,202 |
| July | 152,306 | 184,002 | 70,538 | 293,955 |
| August | 146,705 | 295,587 | 77,568 | 190,252 |
| TOTAL | 3,633,516 | 4,529,978 | 993,415 | 3,452,839 |

# DISTRICT 12

## Listener Trends Featur Opening Day Talks

*(District 10 Story on page 72)*

TRENDS in listener program choices were reviewed Thursday afte noon during the opening day of the NARTB District 12 meeting, hel at the Broadview Hotel, Wichita. The discussion was first of the kin held during the current series of meetings.

As in five of the six meeting held prior to the District 12 se sion, attendance ran ahead of on year ago. Eighty-three perso registered during the opening da compared to a final registration 80 in 1950. Total attendance for th seven meetings held thus far th year is 650, compared to 605 f the same districts a year ago.

Dr. Forrest L. Whan, U. Wichita, conducted the session audience preferences. Dr. Wha has been conducting audience stu ies for more than a decade.

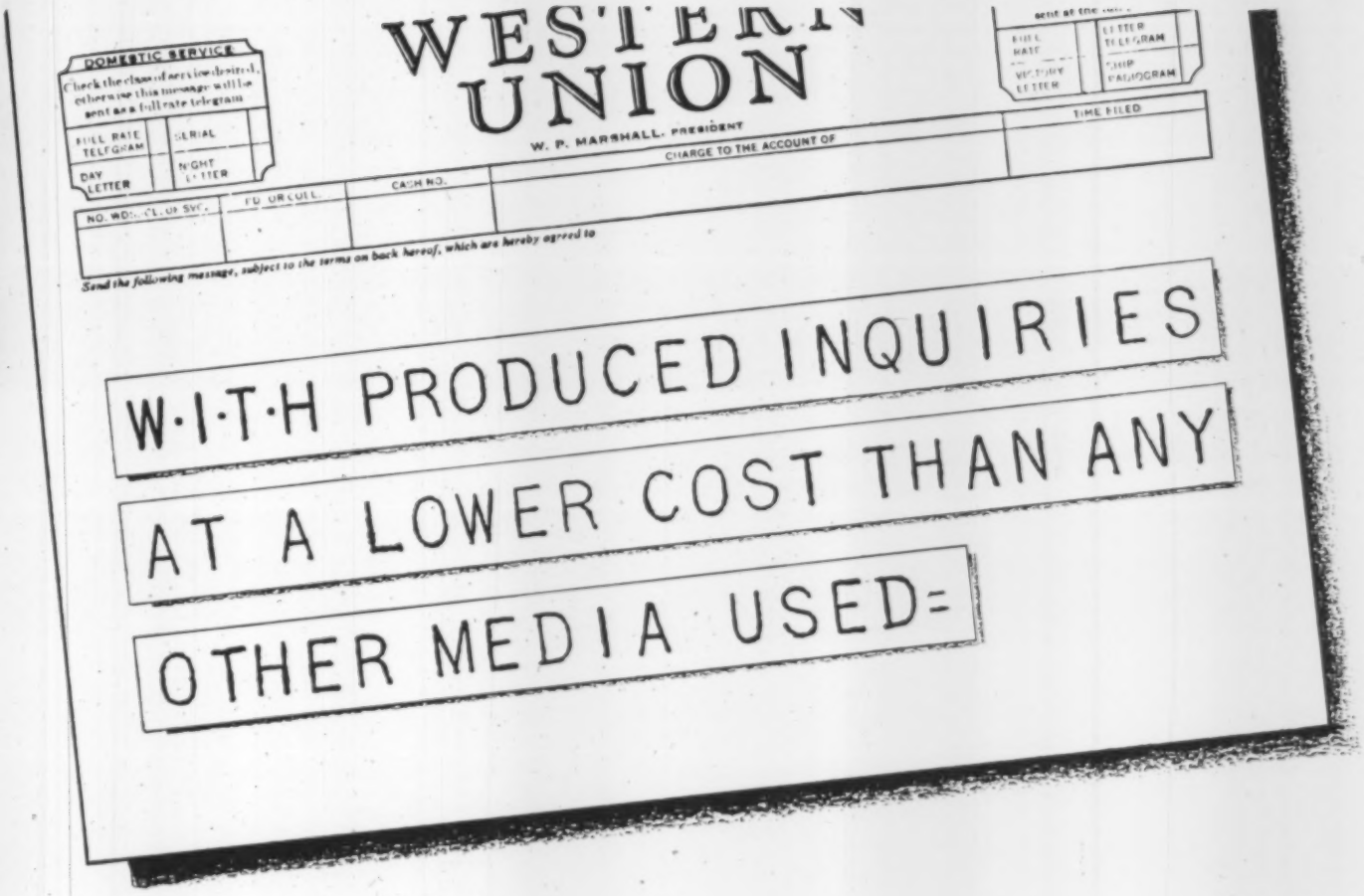
### Todd Presides

Jack Todd, KAKE Wichita, Di trict 12 director, presided at th Thursday - Friday meeting. Th opening morning session include talks by Carl Haverlin, BMI pres dent; Oliver Gramling, AP assis ant general manager, and Co George A. Duerr, information se tion headquarters, Fifth Arm Robert K. Richards, NARTB publ affairs director, described the ne NARTB radio-TV operation an reviewed the association's goverr ment relations program.

The famed Wichita Kiwanis Gle Club entertained the delegates the Thursday luncheon.

Resolutions committee named b Director Todd comprised Fred Conger, WREN Topeka, chairma Walter Turner, KWBW Hutchinso and Guy Farnsworth, KCRC Eni

Oklahoma and Kansas state asso ciations reported to the meetin just before adjournment Thursda as NARTB started carrying out membership suggestion that stat groups take part in district mee ings.




Here's what the Regional Sales Director of the Wm. B. Reilly Company (Luzianne Coffee) says about WITH:

"During our recent TV-Radio promotion campaign, radio station WITH produced inquiries at a lower cost than any other media used."

There's just one good reason why: WITH delivers more buying listeners-per-dollar than any other radio or TV station in town. Let your Headley-Reed man tell you what WITH can do for *you!*

The *Results* station

**WITH**

**BALTIMORE, MARYLAND**

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

# WOR can sell anything at less cost to more people, more often,

*than any other station in the United States!*

WOR can sell automobiles. (Ask Austin of England, Chrysler, Dodge, Ford, General Motors, Hudson, Willys, etc.)
WOR can sell plays and pictures. (Ask RKO, Paramount, Loew's, Twentieth Century Fox, United Artists, Universal—ask anyone in show business.)
WOR can sell beverages. (Ask Krueger, Ruppert, Schaefer, et al)
WOR can sell clothes. (Ask Bond.)
WOR can sell confections and soft drinks. (Ask Peter Paul, Breyer Ice Cream Co., Life-Savers, Pepsi-Cola, etc.)
WOR can sell food and drugs. (Ask anybody!)

# WOR can sell...

..... but why go on about a station that has one of the most remarkable records in all hard-hitting media today.

# WOR can sell anything

## at less cost to more people,

## more often, than any other

## station in the United States!

WOR picked up hundreds of thousands of new customers for one client for less than ½-cent each! That's a *fact!* Ask the Hudson Pulp and Paper Co. Or call, write or bicycle over to

—that power-full station at
1440 Broadway, in New York

# WOR

LOngacre 4-8000

## Defense Ads

*(Continued from page 27)*

"look into that also." The Navy, he reported, has received substantial public service on the radio. Moreover, a number of small stations have notified him that the radio industry allots "millions of dollars" annually in free time. The Army and Air Force, he indicated, could follow suit in this regard.

The object of Sen. O'Mahoney's continuous tirades the past week have been the *Frankie Laine* show, starting on CBS next Sunday (Oct. 7); 15-minute programs featuring Bill Stern on NBC beginning Dec. 1; and the *Game of the Week* (football) starting Oct. 13 on ABC.

Of significance is the fact that funds for these three network shows were obligated or paid for under the budget for 1950-51 ending last June 30. A sum of $735,000 is earmarked under a $3.1 million recruiting largesse for radio and TV during the current fiscal year ending next June 30. This figure would cover only radio-TV announcements this fall and next spring and no programs.

According to Grant Advertising Inc., Washington, the exact sums obligated under the old budget are $434,602 for the Laine show, to run 39 weeks; $254,000 for the Stern series, scheduled to continue through the winter months; and $117,000 for the *Game of the Week*, for the duration of the football season.

### Other Shows Named

Other programs cited by the Senator were the *Roller Derby* on ABC and Madison Square Garden sports events. This series has been completed.

In expressing his belief that the network programs are of "doubtful value," The Wyoming Democrat was joined by Sen. Homer E. Ferguson (R-Mich.), who claimed "there is no rhyme or reason for this expenditure." Sen. O'Mahoney quoted Rep. George D. Mahon (D-Texas), another conferee, as agreeing with him.

Conferees also are certain to scrutinize monies for newspapers ($525,000 or 25%) and magazines ($420,000 or 20%). Thus, there may be sentiment also for cutting printed media funds. Committee is expected to meet shortly.

Senators sitting in joint conference committee, besides Sen. O'Mahoney, are Sens. Carl Hayden (D-Ariz.), Richard B. Russell (D-Ga.), Dennis Chavez (D-N. M.), Harry Byrd (D-Va.), Styles Bridges (R-N. H.), Kenneth Wherry (R-Neb.), Leverett Saltonstall (R-Mass.), and Sen. Ferguson. House members include in addition to Mr. Mahon, Reps. Harry Sheppard (D-Calif.), Robert L. Sikes (D-Fla.), John J. Riley (D-S. C.), Clarence Cannon (D-Mo.), John Taber (R-N. Y.), Richard B. Wigglesworth (R-Mass.) and Errett P. Scrivner (R-Kans.).

CBS-Radio carried *Lux Radio Theatre's* tribute to film industry last Monday with seven top films previewed.

**INAUGURAL PARTY held Sept. 20 at opening of John E. Pearson Co.'s Minneapolis office included these guests (seated, l to r): James Bowden, manager of office; John E. Pearson; Earl Classen, Pillsbury Mills; Willis White, Leo Burnett Co., Chicago. Standing: George Clark, Pearson Chicago office; Loy Booton, Bruce Brewer Agency, Minneapolis; Robert Spaeth, General Mills; Dewitt Jones, Leo Burnett Co.**

# TRUMAN AIDE

## *Pratt Soon to Take Telecommunications Post*

FIRST inkling of concrete steps toward forming American policy on national and international frequency allocations—and particularly on possible restoration of precious spectrum space to radio-TV broadcasters—may develop at the government level later this month.

This was seen last week as Haraden Pratt, vice president of American Cable & Radio Corp., laid the groundwork in Washington for assumption of his duties as the President's telecommunications advisor.

Mr. Pratt expects to assume his responsibilities within the next fortnight. He will headquarter in the old State Dept. building, now occupied by the National Security Resources Board. Mr. Pratt will work with NSRB and the Chief Executive on international frequency problems and those entailed in the allocation as between government and civilian users [BROADCASTING • TELECASTING, Aug. 20, 6].

### Confer With Truman

Mr. Pratt probably will confer with Mr. Truman at the outset, once he has cleared routine matters of setting up shop. He told BROADCASTING • TELECASTING last week he will assume his duties within the next two weeks. He hopes to function with a small staff.

Aside from working on government-civilian frequency allocation problems and international agreements, Mr. Pratt will work with the NSRB on issues touching on Presidential authorization to assign radio frequencies to government stations without regard to FCC's licensing regulations and to take over civilian telecommunications facilities, radio and wire, for emergency purposes. These are posed in Secs. 305 and 606 of the Communications Act.

# McFARLAND BILL

## Continues Under Study

HOUSE Interstate & Foreign Commerce Committee last week continued marking up the McFarland Bill to realign FCC procedures.

At the end of the week, the committee was reported to be deep in the long-contested section that deals with the relationship of the Commission staff to the members of the Commission.

The McFarland Bill (S 658) would not permit the Commission to consult with any of its prosecutory or investigatory staff when making its decision in contested hearings on applications.

Also barred would be conferences between hearing examiners and other FCC staff members.

These issues in particular, which have drawn fire from the FCC itself, have been slowing committee progress on the bill, it was understood.

Chairman Robert Crosser (D-Ohio), when questioned about the bill last week, said he could not speculate how much time the committee would take in its deliberations because the measure is so "controversial."

## Truman Opens Drive

PRESIDENT TRUMAN was scheduled to make a four-minute address to the nation over the four major radio networks and coast-to-coast TV channels at 10:55 p.m. EST last night (Sunday) to launch the 1951 Red Feather Campaigns of America.

# CCBA MEET

## Views Sales, Shows

PROGRAMMING and sales dominated the first annual meeting of the Central Canada Broadcasters Assn. at Toronto, Sept. 24-25. Some 100 station executives, station representatives and advertising agency executives attended the meeting at the Royal York Hotel, under the chairmanship of Ralph Snelgrove, CKBB Barrie.

Murray Brown, CFPL London, was elected president of the CCBA starting January 1, with J. G. Hyland, CJIC Sault Ste. Marie, as first vice-president; Frank Ryan, CFRA Ottawa, second vice-president; Wm. Mitchell, CKCR Kitchener, treasurer; and Bob Lee, CHUM Toronto, secretary. Representing the CCBA on the CAB board will be Ken Soble, CHML Hamilton; Ralph Snelgrove, CKBB Barrie; and J. A. Dupont, CJDA Montreal.

The CCBA went on record suggesting to the CAB that Harry Sedgwick, CFRB Toronto, be made honorary president of CAB for life. The meeting also decided to ask Ontario government authorities to (1) lift restrictions now limiting beer and liquor advertising on Ontario stations, (2) ask CAB to change number of directors from 11 to 12 and to serve two-year terms (3) urge CAB take steps to sit in on revision of regulations for all Canadian broadcasting, and (4) set up CCBA program exchange and technical committees.

## AIR MUSIC POST

### Patterson Named Counsel

ROBERT P. PATTERSON, former Secretary of War, has been named general counsel for Air Music Inc., President Linton Wells is to announce today (Monday). Air Music Inc. is associated with Functional Music Inc., Chicago, a Marshall Field enterprise.

According to Mr. Wells' announcement, Air Music's hundreds of subscribers include The National City Bank, Bankers Trust Co., J. Henry Schroder Banking Corp., Bowery Savings Banks, *Readers' Digest*, American Cyanamid Co., Insurance Co. of North America, Hotel Waldorf-Astoria, Liggett Drug Co., Sears Roebuck & Co., Gimbel's, Saks Fifth Avenue, Bulova Watch Co., Central Airlines Terminal, Loft Candy Co., Dun & Bradstreet and the Roxy Theatre.

## Bowles Approved

NOMINATION of Chester Bowles to be Ambassador to India squeezed by a special Senate subcommittee last Wednesday. The Senators voted 3-2 to approve President Truman's nomination. Ambassador-designate Bowles is a former advertising executive and served as Governor of Connecticut. He started Benton & Bowles with Sen. William Benton (D-Conn.) in 1929.

# K G G M

CBS in Albuquerque

*announces*

*the appointment of*

## WEED and COMPANY

NEW YORK, BOSTON, ATLANTA, DETROIT, CHICAGO, LOS ANGELES, SAN FRANCISCO

*as*

*National Advertising Representatives*

**KGGM**
5000 watts 610 Kc.
Albuquerque, N. M.

**KVSF**
1000 watts 1260 Kc.
Santa Fe, N. M.

# RADIO'S HOLD

## *Will Continue Dominant, Fellows Declares*

RADIO will maintain its position as a dominant mass medium of advertising, and probably improve this position regardless of development and expansion of other media, NARTB President Harold E. Fellows told a joint luncheon of the Omaha Ad Club and NARTB District 10 last Tuesday (see district meeting story page 72).

As late as last summer, Mr. Fellows said, 71% of the production of America's set manufacturers was devoted to building AM and FM radio sets, with factories finding demand far ahead of a year ago.

Mr. Fellows aimed several sharp comments at anti-radio elements. Citing figures showing how the number of radio stations has tripled in a decade, whereas advertising expenditure of the U. S. has more than doubled in the same period, he noted that over a hundred TV stations are on the air in 67 markets. But, he insisted, radio is holding its own in TV markets and in some cases is improving its position.

★

Radio's position as the lowest cost-per-thousand mass medium is based on its flexibility, intimacy of approach and speed, he said, adding that the medium perhaps has been derelict in failing to increase its own rates where such increases certainly are justified.

"Radio needs nothing today but the confidence of those who administer its affairs—such confidence on their part, for example, as already has been demonstrated by the listening public," according to Mr. Fellows. "For out of that confidence will grow a new, burning desire to make radio an even greater instrumentality than it has proven itself to be."

## COMPTON NAMED

### To Davis Engineering Staff

APPOINTMENT of Robin D. Compton to the staff of George C. Davis, radio-TV consulting engineer, was announced last week. Mr. Compton is a veteran of 25 years in radio and television and will devote most of his time to TV engineering.

Mr. Compton worked for twelve years with NBC in New York, specializing in television development and operation. He also supervised planning and construction of WPEN-TV (now WCAU-TV) Philadelphia and WOIC (now WTOP-TV) Washington, D. C.

## Syracuse Talk

LLOYD GEORGE VENARD, vice president and New York manager of the O. L. Taylor Co., station representative, will speak today (Monday) at a meeting of the Syracuse Advertising Club.

## News 'Security'

*(Continued from page 29)*

potent weapon in his hands. Th result, inevitably, is further sup pression of news.

"The order does not contai proper declassification provision and there is not a definite appe regulation. A reporter protestin a decision of a department hea would really have to go to the At torney General to appeal, althoug Joe Short could be of some assist ance."

In explaining the order to news men, Mr. Short had offered to hel whenever a reporter felt legitimat news was being withheld.

President Truman, in sendin the regulations to governmen agency heads, said:

**Specifies Purpose**

"To put the matter bluntly, thes regulations are designed to kee security information away fro potential enemies and must not b used to withhold non-security in formation or to cover up mistak made by any official or employe the government."

The President said the order co tains "no element of censorshi either direct or implied." He hope "the American people will receiv more, rather than less informatio about their government."

ASNE's committee had studie the order carefully when consulte last summer by the White Hous A subcommittee of the Nation Security Council had reviewed th entire situation.

In cautioning government officia against censorship, the Presider wrote that the order applies on to officials and employes of the go ernment, with the public requeste to cooperate. No compulsion placed on the public, however.

## *FRAUD CASE*

### *C & W Files Bankrupt*

THE HOLIDAY fiasco that em barrassed radio and television sta tions last year and allegedly line the pockets of Harold Cowan an Ralph Whitmore, partners in Hollywood mail order agency, cul minated last week in bankruptc petitions.

The fabulous partners, whos glowingly described Christmas tre ornaments disappointed many lis teners and didn't even reach othe $1 donors, according to evidence went into court individually and a the firm of Cowan & Whitmore.

Literally hundreds of creditors including many radio and TV sta tions, were listed in the petitions Both men were indicted last Marc by a federal grand jury after the asserted they had reaped a fortun out of their holiday advertising [BROADCASTING • TELECASTING March 5].

Mr. Cowan totaled liabilities a $338,826 and assets at $7,056. Mr Whitmore's debts totaled $329,91 against listed assets of $9,556.


THE

ARROWHEAD NETWORK

| | | | |
|---|---|---|---|
| WEBC | Duluth-Superior | NBC | 5000 Watts |
| WEAU | Eau Claire, Wis. | NBC | 5000 Watts |
| WISC | Madison, Wis. | (ABC (MBS | 1000 Watts |
| WMFG | Hibbing, Minn. | NBC | 250 Watts |
| WHLB | Virginia, Minn. | NBC | 250 Watts |
| WJMC | Rice Lake, Wis. | MBS | 250 Watts |

*Announce*

*the appointment of the*

GEORGE P. HOLLINGBERY COMPANY

*as*

*National Representatives*

October 1, 1951

# HOW TO WIN FRIENDS AND INFLUENCE DRUGGISTS

## in the high-income Middle Atlantic market

## Participate in the KYW "FEATURE DRUGS" Plan

We knew that Philadelphia's popular Hal Moore would attract thousands of listeners to the twice-a-day programs of KYW's "Feature Drugs." But we never expected such terrific response from druggists themselves! When you hear comments like these from the men behind the counter, you know they're in there pitching for the participating sponsors.

*"It's a revelation to see how many people hear the program. A man I haven't seen for 20 years called in an order on the telephone."*

*"A neighborhood physician came in personally after hearing my store mentioned on the program."*

*"Even the kids in the neighborhood tell me what Hal Moore said on the program."*

*"About 30 people right in my neighborhood told me they heard it."*

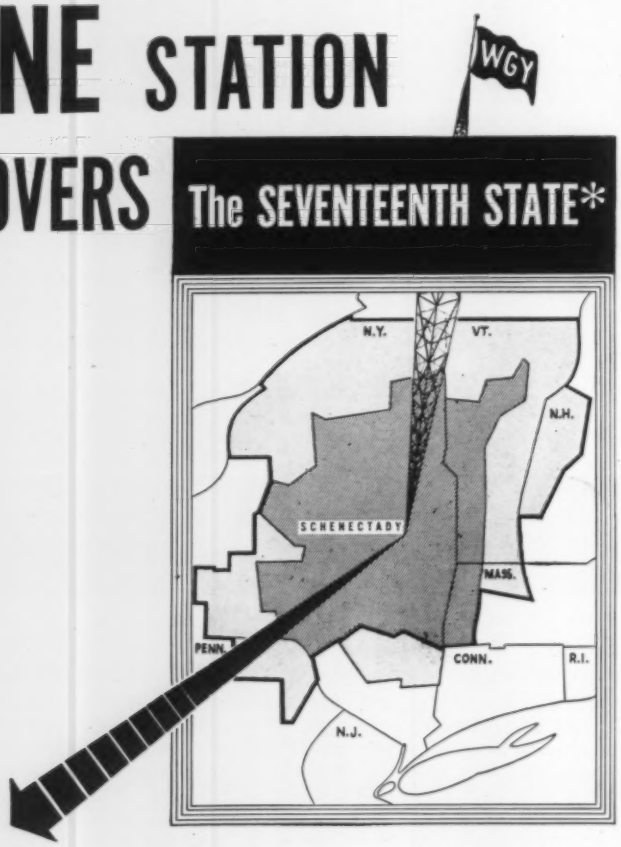
Yes, that's the kind of trade reaction you can expect when you participate in KYW's "Feature Drugs." But "reaction" is only part of the picture. You get *results*.. in advertising, merchandising, sales. You get point-of-sale contacts, handled by a group of experienced drug merchandisers. You get pin-point promotions in hundreds of leading stores, with distribution of literature and samples where appropriate. You get regular reports on distribution, out-of-stock conditions, package visibility, shelf positions, rate of sale, competitive situations. In fact, KYW's "Feature Drugs" becomes a high-power extension of your own sales force in this important market! For availabilities and costs, check KYW or Free & Peters.

**KYW** PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

Westinghouse Radio Stations Inc
**WBZ · WBZA · KDKA · WOWO · KEX · KYW · WBZ-TV**
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

**Radio** — *AMERICA'S GREAT ADVERTISING MEDIUM*

# ONLY ONE STATION COVERS The SEVENTEENTH STATE*




*a compact market of 54 counties in Eastern New York and Western New England whose population exceeds that of 32 states.

- 22 cities
- 428 towns
- 54 counties
- 2,980,100 citizens
- 840,040 radio families
- only NBC station
- more people than 32 states
- more goods purchased than 34 states
- more spendable income than 36 states

# WGY

THE CAPITAL OF THE 17TH STATE

A GENERAL ELECTRIC STATION

REPRESENTED NATIONALLY BY NBC SPOT SALES


## Impact

*(Continued from page 25)*

get-at-places. Where the other media, requiring as they do the visual attention of the customer, are restricted to certain 'recreation rooms' in the home, radio can insinuate its auditory presence into all sorts of 'utility rooms' as well. Our findings show:

**75% have sets in Living Rooms.**
**42% have sets in Adult Bedrooms.**
**41% have sets in Autos & Trucks.**
**33% have sets in Kitchens.**
**8% have sets in Child Bedrooms.**
**8% have sets in Dining Rooms.**
**3% have sets in Basements.**
**3% have sets in Attics.**
**3% have Portable sets.**
**1% have sets in Lavatories.**
**1% have sets on Sun Porches.**

Additional sets (less than 1% of the sample in each case) were found in barns, garages, 'dens', recreation rooms and utility rooms.

Radio, of course, is always in position to compete with the other media. However, in some areas radio's "squatters rights" are exclusive. Some 66.1% of all of the 7779 radio sets found among the 3500 sample households are in automobiles, or in rooms where there are no television receivers. By the same token, 44.5% of all radio sets were found in places where newspapers and magazines are not usually read—autos, kitchens, children's bedrooms, basements, barns, garages and utility rooms.

### Radio's One-Two Punch

But, even then, measurement by this proportion-of-homes-reached yardstick does not do radio full justice. In our opinion, broadcasters (and now telecasters) have too long accepted a "double standard" of circulation morality. While the publisher is allowed to justify his circulation claims in terms of the number of units actually circulated, the broadcaster must attempt to justify his circulation in terms of the number of PLACES to which his units are circulated.

For example, the writer's own case is in point. In our home, with its three AM receivers plus one auto-radio and a television receiver, we regularly receive three daily newspapers and six nationally-circulated popular magazines. Under the circulation "double standard," our household is counted as one radio-home, one television-home, three newspaper-homes and six magazine-homes. And, following the pixie logic of one weird formula proposal we would be counted a non-radio home because of the presence of a television set.

In order to bring some clarification to a circulation picture muddied by the curious logic of this double standard, we compared all four media on the basis of the publisher's criterion—the number of units actually in circulation. In other words, we wanted to know how many sets, radio and TV, are in the market, as well as how many magazines and newspapers are circulated.

And when the results were in, radio still led the pack—but by a wider margin than before. The average-units-in-circulation-per-family, for each of the media, was:

**2.22 RADIO sets per family (1.75 in-the-home; 0.47 auto-radios).**
**2.03 nationally-circulated MAGAZINES per family (1.04 published monthly; 0.99 published weekly).**
**1.64 regularly-received NEWSPAPERS per family (1.42 published daily; 0.22 published weekly).**
**0.37 TV sets per family.**

Ignoring, for the moment, the day-in-and-day-out availability of radio as contrasted to the restricted availability of newspapers and magazines, we find that Louisville market radio circulates a signficantly greater number of units-per-family than does any of the competing media.

### Louisville Radio-Active

To supplement what we had learned of the extent and intensity of radio's coverage of the Louisville market, we wanted to know something about the listening-habit patterns of families in that market. Particularly, we were interested in learning something about time-of-day and total-time-spent patterns. And, again, we wanted the comparable picture for each of the competing media.

We used three essentially similar series of questions to elicit the desired information relative to newspapers, television and radio. Additionally, we used a question-series specifically relating to the extent of auto-radio usage.

There is a somewhat greater use of radio on Sundays, but weekday patterns differ little from Saturday patterns.

Adults living in homes with one or more radio sets, average:

**2.75 hours of radio listening on typical WEEKDAYS.**
**2.69 hours of radio listening on typical SATURDAYS.**
**3.04 hours of radio listening on typical SUNDAYS.**

In the Louisville market, a 'rurban' community where the auto is a practical necessity to efficient family living, the extent to which auto-radios are used in a very important determiner of the intensity of radio circulation.

We used two questions to bring out the information we needed.

**"ABOUT HOW OFTEN DO YOU, OR OTHER MEMBERS OF THE FAMILY, USE THE AUTO-RADIO WHEN DRIVING ABOUT LOCALLY ON EVERY-DAY BUSINESS OR SOCIAL CALLS?"**

**"ABOUT HOW OFTEN DO YOU USE THE RADIO ON LONGER TRIPS?"**

Percentages, based on replies from 1464 owners of radio-equipped cars show:

| Use the car radio— | Short Trips % | Longer Trips % |
|---|---|---|
| "... almost all of the time" | 34 | 42 |
| "... quite a bit of the time" | 12 | 19 |
| "... only part of the time" | 16 | 14 |
| "... seldom" | 24 | 15 |
| "... almost never" | 14 | 10 |
| | 100% | 100% |

By projecting our per-day averages (of the amount of time spent

*(Continued on page 44)*

# Salesmaker to the Central South

The Lion Oil Company reports: "Our radio program SUNDAY DOWN SOUTH originating on WSM has established the Lion Oil Company as an important unit in the Southern states in which we operate, and through it we have gained consumer acceptance to the point that we now compete on even terms with oil companies of all sizes."

**Radio Stations Everywhere But Only One . . .**

**WSM**
**NASHVILLE**

With a talent staff of 200 top name entertainers . . . production facilities that originate 17 network shows each week, a loyal audience of millions that sets its dial on 650 — and leaves it there!

CLEAR CHANNEL — 50,000 WATTS

IRVING WAUGH, *Commercial Manager*
EDWARD PETRY, *National Representative*

# SELL THE HEART OF VIRGINIA

## OVER **WMBG** RICHMOND,V

The quickest way to get results in the South's top-ranking industrial market is through the station that sells your product with the strongest voice — WMBG, Richmond, Virginia.

WMBG's recent changes in transmitting equipment have added 84,968 families to its regular listeners. But still more important, this increase in signal strength (which approximates an increase in power up to 10,000 watts) gives WMBG the *most penetrating* coverage within its service area. Add top-flight NBC and local programming to this picture and you have the lion's share of one of the nation's most important markets.

This improvement in service to listeners and advertisers is typical of WMBG's leadership throughout its twenty-six year history. WMBG was the first commercial station in Virginia... the first in Richmond to broadcast daytime programs... the first to own its own buildings... the first to own a short-wave mobile unit and recording equipment... the first to use a directional antenna. It was the first station in Richmond with FM (WCOD) ... the first in the entire South to build a television station (WTVR) — the three deservedly known today as the "First Stations of Virginia".

As exclusive representatives of WMBG for the past twelve years, John Blair & Company knows how successfully this pioneer station has moved goods for scores of spot radio advertisers. Today, WMBG is better equipped than ever to do the same for you... contact your John Blair man *today*.

**INTERIOR** of WMBG transmitter building. WMBG now uses FM tower as radiator AM signal, providing a very substantial increase in WMBG coverage of the State of Virgini

**JERRY LANE,** whose popular woman's program "Home Edition", features such guest stars as Maggi McNellis.

# IA THE JOHN BLAIR WAY

## D, VIRGINIA'S MOST PROGRESSIVE RADIO STATION

**VIRGINIA STATE CAPITOL BUILDING.** Richmond holds the industrial rank of first in the South and fourteenth in the Nation, based on value of manufactured products. It is the cigarette capital of the country, the trade center of the South Atlantic region. Its unusual economic stability stems from steady and widely diversified employment in strong consumer goods industries.

**WILBUR M. HAVENS,** President and General Manager, WMBG (AM), WTVR (TV), WCOD (FM).

**WALTER A. BOWRY JR.,** Assistant General Manager.

**NEWTON THOMAS,** emcee of "The 1380 Club" and a favorite with WMBG's big morning audiences.

**CHARLIE SPEARS,** mailman's burden with his "Western Request Time".

**JOHN BLAIR & COMPANY** specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts . . . as *specialists* in selling via spot radio.

**JOHN BLAIR & COMPANY**
REPRESENTING LEADING RADIO STATIONS

**RALPH JONES,** "The Timekeeper", keeps listeners tuned to news of time and weather, music.

# Quizzing all Time Buyers:

## What do you look for when you buy Time?

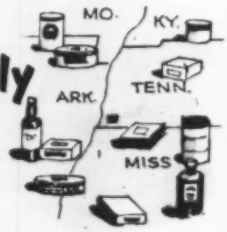
## you consider the MARKET

The Memphis market is certainly of prime consideration—a 2 billion dollar market that ranks first nationally in volume of wholesale sales per establishment.

## you choose the station that REACHES THAT MARKET

WMC, with its 5000 watts both day and night, covers the more than 800,000 radio homes in this vast market.

## you choose the station that successfully SELLS that market




and WMC has demonstrated time and again that its programs are geared to this market. Many advertisers have run continuously for 10 years.

## and last, but not least, you choose the station ACCEPTED BY THE COMMUNITY

and WMC, aware of its responsibility in the community has, since 1923, enjoyed a loyal following of thousands of listeners who have turned to WMC for information and entertainment.

## because you consider ALL these things ... in Memphis the choice of time buyers is.

**WMC**

NBC—5000
WATTS—790

*National Representatives, The Branham Company*

MEMPHIS

WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid-South

*Owned and Operated by The Commercial Appeal*


## Impact

*(Continued from page 40)*

by adults listening to radio), we can estimate the average amount of radio-tune-in time spent by adults during a typical 7-day week. Additionally, our data allow a similar computation for newspaper-reading, so that a comparison of the media is possible.

The average adult, living in a home with at least one radio set and at least one regularly received newspaper, spends 19.5 hours-per-week listening to radio, and 6.8 hours-per-week reading newspapers.

Adult residents of the television homes in our sample spend approximately:

**27.3 hours-per-week viewing television;**
**15.5 hours-per-week listening to radio;**
**7.2 hours-per-week reading newspapers.**

However, since only 37% of the market homes were equipped for TV reception, a better comparative criterion would be the total-number-of-adult-hours spent, during some time period, listening to radio, viewing television and reading newspapers.

The 8,612 adults living in the 3,500 sample households, spend, during a typical week:

- 164,200 hours in radio listening.
- 87,600 hours in televiewing.
- 55,200 hours in reading newspaper.

Though these are approximations (they have been rounded to the nearest 100-hours), they clearly show that significantly more adult-hours are spent listening to radio, than are spent reading newspapers and televiewing combined. Though these statistics are based on a relatively small sample of the total market population, the proportions would hold (if the sample is representative) their approximate relationship for the entire population.

On the basis of 1949 BMB data (Report No. 2), there were approximately 260,500 radio homes within 60 miles of Louisville in the Spring of 1949.* Projecting our own statistics to cover the present-day total population in the area—approximately 313,700 homes — we find that there are now (June 1951) approximately 306,500 radio-equipped homes in the market. *An increase of some 18% during the two-year period!*

Admittedly, such a projection could be dangerous. While we have full confidence in the representativeness of our sample and in the projectibility of the statistics we obtained in it, the BMB data—obtained, as they are, on the basis of responses to a mail-questionnaire—are of questionable validity. This limitation is especially significant when we realize that the people most likely to ignore such a questionnaire are those who do not have radio in their homes. However, duly discounting for the possibility that the 1949 BMB estimate was too low, it is clearly evident that the Louisville radio market has grown materially during the recent past. And, this increase involves the density as well as the comprehensiveness of coverage.

With its unique ability to reach customers in places and situations where the visual media cannot follow, radio will continue to hold its important place among the media available in this market. As older model cars are retired and replaced by newer models (which are usually radio-equipped), this continued expansion will probably be greatest among the auto-owning members of the population—the merchandisers' "bread and butter!" Additionally, we found an increasing number of sets in kitchens and other utility rooms (places *verboten* to video), where the housewife is able to continue her radio listening as she performs her every-day household chores. Clearly, radio is still "champ" in Louisville!

* Our 60-miles-of-Louisville circular survey area includes 34 Kentucky and Indiana counties, in whole or in part. Since the BMB data are presented in terms of 'county units,' we have had to systematically estimate the proper pro-ration to cover the market territory we surveyed. This figure—260,500 radio homes—represents our best estimate of the 1949 circulation picture.

## NU-PAX CAMPAIGN

### Start in N. Y. Market

ONE of the biggest advertising and merchandising campaigns ever employed to introduce a new drug product to a single market will be launched next month in New York for Nu-Pax, manufactured by Somnyl Pharmacal Corp. of America, N. Y., through its agency, Emil Mogul Co., N. Y. The total budget for 1952 will run from $500,000 to $1,000,000, depending on results of opening drive.

Radio and TV will be used. Heading the radio lineup will be the Humphrey Bogart-Lauren Bacall show *Bold Venture*, a ZIV package, Sunday 5:30-6 p.m. on WNBC, New York. In addition, the schedule on that station includes a quarter-hour Sunday of the *Tex and Jinx* program, the three-hour *House of Music* show on Saturday afternoons and the morning *Bob and Ray* show, Monday through Saturday, Skitch Henderson, afternoon and nighttime shows Monday through Friday, plus Bill Stern across the board, Monday through Friday.

In addition Nu-Pax will participate on the following WNBT-TV shows: *Date in Manhattan* and the new *Wayne Howell Show*.

The agency is also planning to introduce a novel twist in their use of station posters to merchandise the radio and TW shows. They are preparing a series of stickers, each featuring one of the radio and TV personalities used by Nu-Pax on its radio and TV schedule. Each poster will carry one of these stickers, so that consumers will see as many as half a dozen different ones in a single day and will get some idea of the array of talent promoting the new product.

## From the NBC SPOT SALES Best-seller Group

**AT LAST!**

*intimate facts*

*from the Nation's Capital*

**Percenters Exposed!** Spot schedules on WRC penetrate 82% of the District's radio homes and 80% of those in four other key area cities as well. The largest magazine, by comparison, reaches only 19% of Washington's families . . . the leading newspaper only 52% . . . and even television a potential 62%.

**Pentagonal Maze!** WRC covers the 30-county trading areas around the Capital in addition to Metropolitan Washington itself—all at one time with a single appropriation.

**Headlines and Bylines!** WRC is nation's most important news station in country's most news-conscious city; originates much of NBC's award-winning, authoritative reporting. Originates *Bill Herson* to the largest audience in Washington at the lowest cost-per-1000 (45¢) of any morning disc jockey.

**Hostest with the Mostest!** WRC is Washington's most popular station: largest total BMB weekly and daily audience in D. of C. metropolitan area day and night . . . largest combined audience in entire area's cities.

**Your own Lobbyists!** WRC's stars sell the Capital. *Bill Herson* — on since 1932 — 6 to 10 each morning. *Nancy Osgood*—housewife's darling since 1944—1:15 to 1:45 each weekday. *Earl Godwin*—dean of Washington commentators — noon and 6:15 pm news. *Here's Archer*—Gene Archer's daily music show—12:15 to 1:15 pm. *Batter's Platters*—7 to 7:30 pm M-F and *The Mac McGarry Show* — Sat. and Sun. 11:30 pm-12:55 am.

***Get all the facts of this explosive expose!*** These are only part of the story why WRC is your *best media buy* in your Washington—Maryland—Northern Virginia distribution area—and why all seven major market stations represented by NBC Spot Sales are the best buys in their areas. And that's only one reason why first calls just naturally are put in to NBC Spot Sales. Serving only seven key radio stations, your NBC Spot Salesman has the time to devote to your account . . . the knowledge, organization and research service to show what Spot can deliver for you in the nation's key markets . . .

***via Radio, America's No. 1 mass medium***

*Here are the Authors of the 7 NBC SPOT Best-sellers.*

| | | | |
|---|---|---|---|
| WNBC | New York | KOA | Denver |
| WMAQ | Chicago | KNBC | San Francisco |
| WTAM | Cleveland | WGY | Schenectady-Albany-Troy |
| WRC | Washington | | |

*Represented by*

**NBC SPOT SALES**

New York Chicago Cleveland San Francisco Hollywood

# TALENT PAY

## *Salary Board Group to Study*

SALARY problems of talent in the entertainment industries will be tackled Oct. 22 by a new Talent Committee, serving as an advisory body to the Salary Stabilization Board.

Procedure for talent compensation problems will be recommended to SSB after the new committee has made a thorough study, including broadcasting and telecasting employment. The entertainment industries have so many special problems in compensating artists, performers and related personnel that SSB set up the advisory committee.

First meeting of the committee was held Monday in New York. Committee chairman is Roy Hendrickson. Other members are Neal Agnew and Philip Siff.

### Series of Conferences

It plans to hold a series of informal conferences. These are to draw suggested methods of carrying out the Salary Stabilization Act in the entertainment field and proposed regulations by which most salary problems would be brought under a self-administering procedure, avoiding drawn-out government red-tape.

SSB's jurisdiction covers persons not represented by labor unions in their collective bargaining, dealing mainly with executives, artists and professional people. Union wage problems come under the Wage Stabilization Board.

Fifteen groups would come within the committee's jurisdiction under a proposed lineup. These would be actors; extra talent including dancers; producers and associated producers; directors and producer-directors; assistant directors, including technical directors; dance directors; writers; song writers, music and lyrics; composers; musicians; art directors; wardrobe designers; cameramen, assistant and operative cameraman; sound engineers, professional; film editors.

Under the Defense Act setting up the Economic Stabilization Administration, wages were frozen as of last Jan. 25. No raises or bonuses are allowed except as provided in a series of regulations, but many of the wage situations in the entertainment industries do not come within the regulations. Creation of the SSB Talent Committee is designed to give industry a chance to handle its own affairs.

Those desiring to submit cases or recommendations to the committee are asked to file requests in quadruplicate to Joseph D. Cooper, executive director, Salary Stabilization Board, Room 1042, Federal Security Bldg. South, Washington 25, D. C. Requests must be filed by 3 p.m. Oct. 10.

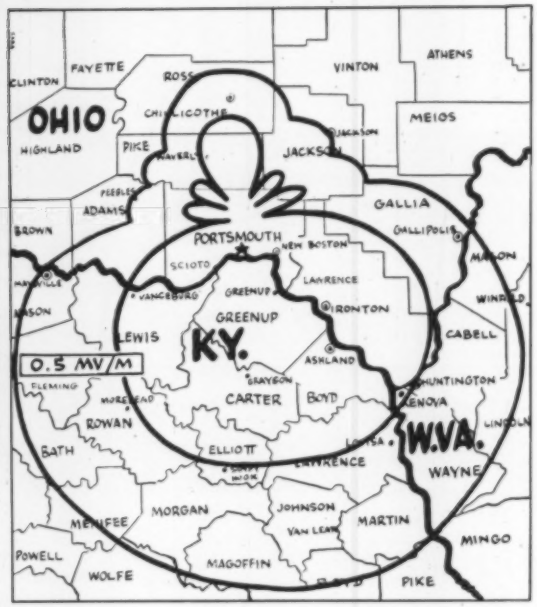
The committee's Oct. 22 informal session will be held in the Bar Assn. Bldg., 42 W. 44th St., New York.


WNXT
WNXT
WNXT
WNXT
WNXT
WNXT

PORTSMOUTH, OHIO

1,000 WATTS • 1260 kc

ABC PROGRAMS




*Now you can cover the entire Portsmouth, Ohio, market.*

From the fertile farm lands of Ohio to the rich Kentucky coal fields — the 1,000 watt voice of WNXT will deliver your sales story to 80,000 families.

*In Portsmouth, Ohio, now, it's the station that . . .*

TELLS MORE...
SELLS MORE

WNXT

Represented by
EVERETT-McKINNEY, Inc.


## INGENUITY PAYS

### KCJB, KSJB Buy Tent

KCJB Minot and KSJB Jamestown, N. D., composing the Dakota Radio Network, solved the problem of covering two state fairs this season by purchasing a huge tent.

For the Minot fair, KCJB moved all operations from sign-on to sign-off into the tent and used the program label, *KCJB Big Top Radio Theatre.*

Three weeks later, KSJB used the tent for the *KSJB Big Top Radio-Television Theatre* to cover the Red River Valley Fair in Fargo. TV, still in the future to most Dakotans, was brought in through cooperation of DuMont Television Inc. Broadcasts from each of the fairs were fed to both stations over the DRN. Sponsor tie-in was fostered by inviting sponsors to display their products along the tent sides.

KCJB also conducted a series, *Picnic Party,* in a public park featuring area bands and amateur talent in addition to staff personnel. Series was sold on a participating basis to local sponsors, including a soft drink bottling firm, a savings bank and an ice cream company.

## Contract to GE

CONTRACT for extensive additional microwave equipment for military use has been awarded to General Electric Co., Dept. of Army announced Sept. 23. Equipment will be used to improve Army communications systems overseas and to provide reserve facilities in U. S.

# Every Grocery Store in the KFAB area has a Cash Register

**BY CARL DENNISON**
DIVISION MANAGER
BOYLE MIDWAY, INC.
MANUFACTURERS OF AEROWAX

Nonsense! Maybe! But it makes sense when you learn more about those cash registers.

There are approximately 6,350 grocery store cash registers in the KFAB area. They ring up over $423,700,000 every year. A vast majority of those dollars are for sales made for KFAB advertisers. Pretty important money! And when you consider the low selling cost by using only one BIG station to help make the sales, KFAB becomes pretty important, too!

Also, Mr. Grocer is a pretty important man in the KFAB area. When you get to know him, you get to like him. You learn that he is quick to grasp new merchandising ideas, alert to new product possibilities. You start a demand for your product over KFAB and he will meet you more than half way in seeing that that demand is satisfied.

If you have a grocery item, there's space on the grocers' shelves for it—and the cash registers will ring up sales when you put KFAB to work helping create a demand. KFAB has one availability now that may interest you. Get in touch with FREE & PETERS or phone Harry Burke.

THE MIDWEST-EMPIRE STATION
1110 K.C.
KFAB
50,000 WATTS OMAHA BASIC CBS

**Represented by FREE & PETERS Inc. — General Manager, HARRY BURKE**

# Style Selling by Radio

## Juster's Has 25 Years of Proof

JUSTER BROS., famed Minneapolis men's store, always does things in style, including its programs on KSTP there.

Ever since P. B. Juster left a small shop in Aberdeen, S. D., to invade the metropolis of the Northwest, he has thought, dreamed and sold "style."

Today Juster's is a household word far out into the rich Minnesota buying area. In national retail circles the store is widely known because of its emphasis on style.

Things weren't always so cozy, though. When "P. B.," as he is fondly called, first hit Minneapolis in 1914 he opened a store opposite the Nicollet Hotel, with Harry Browar as partner. Business boomed until 1916 when World War I struck its brutal blow.

Mr. Browar and his lawyer wanted to go into bankruptcy but Mr. Juster fought the idea and wound up by buying out his partner and nursing the store through the crisis.

As the store grew, Mr. Juster was joined by a brother and the store policy gradually changed from a tailor-made suit house to a ready-made store with emphasis on clothing for the younger man.

First venture into radio was a quarter-century ago and the Juster business may truly be said to be a radio-promoted enterprise, with principal emphasis on institutional advertising.

The initial radio excursion in 1926 was an hour show with a 20-piece band and full talent staff, all for the staggering sum of $50 per program. Today the store invests $180 in each of its quarter-hour newscasts.

That pioneer show was a variety job, with dramatic skits and live music. Later, Juster's turned to disc jockey shows and then to newscasts.

Mr. Juster had a hunch as he listened to those first news programs on behalf of his store. Soon he started broadcasting from his home, where he entertained visiting celebrities—and put them on the show. He took an active part in all the store's broadcasts, answering style questions submitted by listeners and giving commentaries on new style trends and developments in the clothing industry. These style quiz episodes developed wide audience interest, as evidenced by the large quantities of mail bringing questions for "P. B." to answer.

The main commercial approach on the broadcasts has been institutional, though Juster's direct-selling messages have been productive. The main effort is institutional because the store wants to keep hammering on its leadership as a style center, not only in the Twin Cities but in the country.

"P. B." is the authority for Juster's promotional policy as exemplified on its newscasts. He says, regarding radio:

"The pattern followed by Juster's in its radio approach has served to establish Juster Brothers as one of the nation's style centers. Radio gave us the opportunity to talk 'style' to the people in our

(Continued on page 50)

Mr. JUSTER


RADIO HAS IMPACT IN ORLANDO, FLORIDA!

250,000

LISTENERS TELEPHONE WLOF ANNUALLY!

Three of WLOF's disc-jockey shows are telephone request programs. WLOF's staff of operators take telephone calls every Saturday afternoon from 1:00 PM until 6:00 PM for the BOB KEITH SHOW. The operators accept calls every Saturday Night from 7:30 until 1:00 AM for MOONDIAL TIME. The staff takes calls on Sunday Nights from 6:00 PM until 1:00 AM for the MERRY-GO-ROUND. More than 250,000 telephone requests are accepted by the station annually. *Yes, Radio has IMPACT in Orlando and all of Central Florida!*

FOR SPOT AVAILABILITIES CONTACT:
PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

# GO YANKEE

with

## YANKEE PERSONALITIES

who give you ready acceptance in New England homes.

## GO YANKEE

with

## THE YANKEE HOME TOWN FOOD SHOW

*featuring*

## RUTH MUGGLEBEE

Woman's Editor Boston Record-American and Sunday Advertiser

*and* **BILL HAHN**

Yankee Radio and Television Personality

**Monday thru Friday 1:15 to 1:45 p.m.**

Let your Petry Man show you how inexpensive and how effective the Yankee Home Town Food Show really is . . . You'll be amazed when you see the promotion and merchandising plan behind it.

# THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

## Style Selling

*(Continued from page 48)*

territory in an effective manner.

"The response to listeners' style questions helped to establish Juster's as the Northwest's style center. We like our present news format because newscasting ties in beautifully with our aim to broadcast style news."

Juster's sponsors a 15-minute newscast three times a week on KSTP.

Agency is Bozell & Jacobs, Minneapolis, with Ken Schlasinger as account executive.

**Breakdown of Budget**

The store spends 6% of gross receipts on advertising, divided roughly 35% on radio, TV and billboards and 65% on newspapers. The annual radio investment is about $18,000.

Each autumn the store sponsored a half-hour football program on WCCO Minneapolis, featuring Bernie Beirman, U. of Minnesota coach. Coach Beirman resigned, but plans for a new show are in the works. Last year Juster's experimented with TV and has a visual program under discussion.

## Get Tax Aid

CERTIFICATES of necessity for accelerated tax amortization on new or expanded defense plants have been announced by the Defense Production Administration following the conclusion of a 60-day moratorium on applications. Approved were these percentages of requests for writeoffs from electronics firms: Federal Telecommunication Labs, military items, 90%; RCA, military items, 75%; Standard Tool & Mfg. Co., electronics, 80%; Globe-Union Inc., electronic parts, two requests 75% each. Above cases were not subject to the general moratorium asked by Defense Mobilizer Charles E. Wilson.

# ANTI-GAMBLING BILLS *Senate Pace Is Toss-Up*

WHETHER anti-gambling legislation will get through the Senate before its scheduled adjournment this month is a toss-up.

The Senate Interstate & Foreign Commerce Committee last Wednesday cleared its decks of the four bills it held hearings on in the past fortnight [BROADCASTING • TELECASTING, Sept. 24]. The bills are S 1563, 1564, 1624 and 2116.

While some conflicts are present in the bills, in general they would make it tougher for the gambler to get his betting information via radio.

Capitol Hill authorities noted that ordinarily the bills would not have a chance to hurdle the glut of legislation piling up at the Senate's finish line. However, key sponsors of the majority of the bills, Sens. Herbert R. O'Conor (D-Md.) and Estes Kefauver (D-Tenn.), present and past chairmen of the Senate Crime Investigating Committee respectively, have the means to push the measures if they so desire.

Approved by the committee in numerical order:

● S 1563—Would require persons engaged in dissemination of gambling information, particularly wire services, to be licensed. Radio and television stations are exempted. Committee amended this bill to transfer the licensing authority from the FCC, as originally intended, to the Jusice Dept. This is in line with Chairman Wayne Coy's recommendation.

● S 1564 — Is the so-called "knothole" bill. It is aimed at prohibiting transmission in interstate commerce of gambling information of a sporting event that's obtained without consent "of the person conducting such a sporting event." This bill has no effect on broadcasters.

● S 1624 — Would prohibit broadcasting of gambling information, transmission of bets or wagers by means of interstate communications, prohibit interstate transportation of gambling devices and extend criminal law against lottery information to include "gambling enterprises."

This bill is perhaps the vague one for the broadcaster. It refers to a ban on broadcasting information of "gambling enterprises." What the term means is unclear in the legislation. S 1563 defines "gambling information" as information concerning "horse racing or dog racing events or betting information concerning any other sporting event."

● S 2116 (introduced by Sen. Ed C. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee) — Would prohibit interstate transmission of gambling information prior to time a horse race is held but permit broadcasts or telecasts of the actual event. It would make it a crime to transmit "bets or wagers, the scratches, jockey changes, weights, probable winners, betting odds or changes" prior to the running.

**Change By Committee**

The committee amended this bill so as to prohibit violations of the wire-tapping statutes, and exempt common carriers unless local law enforcement officials say a certain facility is being used for illegal gambling.

While some legislation conceivably could pass the Senate soon, the fate of the bills in the House is more doubtful. It is expected that the House Interstate & Foreign Commerce Committee would want to hold hearings on the bills.

If Congress continues along its present pace, which has the earmarkings of a lawmaking rush in the last days before adjournment, it looks like next year's session will do the honors on anti-gambling.

**245,280 HOURS** *(that's 28 years)*

of the best in **NEWS, MUSIC** and **SPORTS** . . .

on Michigan's first independent station

*YOU'LL* have to look among the KDKA's and the KYW's to find another station so long established, so much a part of community life as WEXL, Royal Oak.

So carefully has WEXL been tuned to the wants and needs and desires of this metropolitan Detroit community, that you'll find 99% radio ownership—105,493 radio homes!

For surburban rate coverage of the "Motor City," remember WEXL . . . Michigan's first independent station.

MICHIGAN'S OLDEST INDEPENDENT SERVING 105,493 RADIO HOMES

Jacob B. Sparks, *Pres. & Gen. Mgr.* · Garnet G. Sparks, *V. P. & Ch. Eng.* · Gordon A. Sparks, *Sec'y-Treas. & Mgr.*

"We're from Milwaukee and we want you to see that your $ $ $ go farthest on **WEMP**"

# HIGH HOOPERS! LOWER RATE!

PROBLEM: How to budget $125.00 per week in Milwaukee?

ANSWER: On **WEMP:***

$108 per week buys 14 - 1 Min. or 100-word Announcements for 52 weeks

5 ti. weekly in the "Coffee Club", 3.5 Hooperating

5 ti. weekly in the "1340 Club", 4.6 Hooperating

4 ti. weekly in the "Old Timers Party", 4.2 Hooperating

Total Daily—12.3 Hooperating*

Total Weekly—57.3 Hooperating

**ON NET STATION #1***

**$122.50 Buys 5 - 100-word Announcements for 52 weeks**

**5 ti. weekly in the Early Morning Show, 6.6 Hooperating**

**Total Daily—6.6 Hooperating***

**Total Weekly—33.0 Hooperating**

*Note:* Computation is for 100 words on Network Station #1. For 1 Min. cost would be $203.75 per week.

**ON NET STATION #2***

**$116.20 Buys 5 - 1-Min. or 100-word Announcements for 52 weeks**

**5 ti. weekly in the Noonday Program, 4.8 Hooperating**

**Total Daily—4.8 Hooperating***

**Total Weekly—24.0 Hooperating**

**All Hooperatings based on Oct.-Feb., 1951 Comprehensive using highest individual 15-minute strip rating, 8:00 A.M.-6:00 P.M.*

## For $50, $75, $100, $150 or more, you can buy

**2 times the audience of Network Station #1**

**2½ times the audience of Network Station #2**

Join other shrewd national advertisers using high-rated, low-cost saturation schedules on one of the nation's strongest independent stations!

# WEMP

24 HOURS OF MUSIC, NEWS AND SPORTS

**HUGH BOICE, General Mgr.** • **HEADLEY REED, National Rep.**

## His ear is to the ground

"Legwork" takes many forms in establishing the facts for a Fulton Lewis, Jr. news story. He keeps his ear to the ground—and the phones—to fit the pieces into an informed commentary. As Mr. Lloyd A. Brown, of the General Appliance Co., wrote to station KWWL of Waterloo, Iowa:

> "The news coming out of Washington these days is of primary concern to all of us. Fulton Lewis, Jr. does an excellent commentary on this news, and the comments of our customers certainly bear this out.
>
> "Our firm has shown a substantial increase in business over the comparable period last year since our sponsorship. We feel that this increase must be attributed, at least in part, to the program.
>
> "We are well satisfied with the results and plan to continue our sponsorship indefinitely."

For network prestige and a ready-made audience, investigate the locally-sponsored Fulton Lewis, Jr. program. Though currently presented on more than 370 Mutual stations by 572 advertisers, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

## Strictly Business

*(Continued from page 18)*

in the medium since that day.

At 36, Mr. Griggs today is sales manager of Griggs, Cooper & Co., a St. Paul food firm. His interest in radio, together with a practical business sense, is reflected in his advertising.

The food firm sponsors the Friday night *Diner at the Adams* show, starring Cedric Adams, over WCCO Minneapolis-St. Paul.

Griggs, Cooper & Co. uses this weekly half-hour to sell its Home Brand Foods and Minuet Crackers.

The firm recently implemented the schedule with a Saturday night spot on which Mr. Adams voices late news to the upper Midwest.

Mr. Griggs puts the bulk of his advertising budget into radio and TV. A variety of shows is featured in key markets of the Home Brand area.

Newscasts are sponsored over KDAL Duluth, Minn., WNAX Yankton, S. D., and KFYR Bismarck, N. D.

WDAY Fargo, N. D., airs the Smiley Burnett package. A half-hour television spot at 5 p.m. Sunday over WTCN-TV Minneapolis-St. Paul features the *Range Riders*.

His basic advertising policy is simply to develop merchandisable advertising to help improve distribution of Griggs' products. In this, Mr. Griggs values highly his two main allies, radio and television.

Griggs, Cooper & Co. began in 1882 as a wholesale feed house. Ted Griggs is the fourth generation of his family in the business. His father, Milton W. Griggs, is president.

**Joins Firm in '38**

After St. Paul Academy and Yale schooling, he spent a year with General Foods in its New York office. Then he entered the family firm in 1938 as a student salesman.

Through an unassuming willingness to work, Mr. Griggs rose to become branch manager and assistant to the sales manager before enlisting in the Air Force in 1941, before Pearl Harbor.

His service career included the initial B-29 bombing mission over Japan out of China. He won the Air Medal with three clusters, the Distinguished Flying Cross and the rank of major. He rejoined the firm's liquor division.

The company today consists of four divisions. Mr. Griggs' job is supervision over sales and advertising of three divisions, those of Home Brand, Minuet Crackers and Sweetest Maid specialty food products (selling candy to 42 states).

At the time Mr. Griggs stepped into the top sales role, major policies were being changed to keep apace with changing times. With typical thoroughness, he evaluated every sales route, account by account.

Six-foot three-inch Mr. Griggs devotes his spare time to his family. He has three boys, aged 7, 4, and 20 months. He also likes golfing, sailing and hunting.

# K&E BILLINGS UP

### As Lewis Assumes Presidency

WILLIAM B. LEWIS, newly-elected president of Kenyon & Eckhardt, N. Y., [BROADCASTING • TELECASTING, Sept. 24], last week assumed his duties in that capacity with the addition of two new accounts totalling close to a million dollars, plus several personnel changes.

Mr. Lewis

Mr. Lewis, who started with K & E in 1944 as vice president in charge of radio and a member of the plans board, rose rapidly. In 1948 he was named administrative executive and supervisor of the Ford and Lincoln-Mercury accounts. Prior to 1944 he was with the OWI in Washington and before that, with CBS as vice president in charge of programming.

With the appointment of the Hudson Pulp and Paper and Mennen Products Co., the agency will benefit by one million dollars. Both accounts used radio and television.

Dwight Mills, who moves from president of the agency to chairman of the executive committee, was also named account supervisor for Mennen. Grayson Lathorp was appointed account executive; B. Allen, assistant account executive, J. Campbell, radio and television copy, and Bruce Dodge, radio and TV production for the Mennen account.

Among the additions to its personnel are Tom Frank, assistant sales service manager of TV at CBS-TV, who becomes business manager of the radio and television department; and Norris D. Konheim, formerly with Grey advertising, to the copy department.

Gerald Link, vice president and art director, has been elected a member of the board of directors.

In addition, all agency copy writers were transferred to the radio and television production department, under supervision of Garth Montgomery, vice president in charge of radio and television.

## Howard F. Vickery

FUNERAL services were held last week for Howard F. Vickery, 50, assistant director of UNESCO relations for the State Dept. and liaison between the department and radio, television and other media representatives. He died of a heart attack in his home Sept. 23. A former newspaperman, Mr. Vickery was active principally in UNESCO public information and organization activities.

LORD Mayor of London, Sir Denys Lowson, addressed radio audience as well as his hosts, The Pilgrims of the United States, when he spoke at Waldorf-Astoria, New York, Sept. 18. Speech was carried by CBS-Radio.

# When You're an Independent Advertiser You Make More Sales

**JUST READ WHAT THESE *INDEPENDENT* THINKERS SAY:**

"We are increasing our radio schedule with KCBC because we know that our announcements have been very effective and are most important in the promotion of our business."

—To Radio Station KCBC
Des Moines, Iowa
from Martin Cole, President
Elliott Furniture Company
Des Moines

"... gratifying results our client, the Empire Building and Loan Association, is getting ... resulting in quite a number of new accounts."

—from Joseph W. Palmer
MacGruder, Bakewell, Kostka, Inc., Advertising,
Denver, Colo.,
to Radio Station KMYR,
Denver

***Leading* independent *radio stations are today's best buy!***

There's something about being *independent* that keeps you toughened up, ready to tackle any job that requires good, honest, hard selling. At any rate, you will find in radio today it's the leading *independent* radio stations which are doing a truly productive sales job for national advertisers. Perhaps you've been thinking to yourself, "I ought to try *Independent* Radio." Well, now's the time to act. Write for all the facts to any AIMS station listed below.

## THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

**WCUE** —Akron, Ohio
**WBMD** —Baltimore, Maryland
**WBNY** —Buffalo, New York
**WJMO** —Cleveland, Ohio
**KMYR** —Denver, Colorado
**KCBC** —Des Moines, Iowa
**WIKY** —Evansville, Indiana
**WCCC** —Hartford, Connecticut
**WXLW** —Indianapolis, Indiana
**WJXN** —Jackson, Mississippi
**KLMS** —Lincoln, Nebraska
**WKYW** —Louisville, Kentucky
**WHHM** —Memphis, Tennessee
**WMIE** —Miami, Florida
**WMIL** —Milwaukee, Wisconsin
**WKDA** —Nashville, Tennessee
**WWSW** —Pittsburgh, Pennsylvania
**KXL** —Portland, Oregon
**WHIM** —Providence, Rhode Island
**WXGI** —Richmond, Virginia
**KSTL** —St. Louis, Missouri
**WMIN** —St. Paul, Minnesota
**KNAK** —Salt Lake City, Utah
**KITE** —San Antonio, Texas
**KSON** —San Diego, California
**KYA** —San Francisco, California
**KING** —Seattle, Washington
**KREM** —Spokane, Washington
**WACE** —Springfield, Massachusetts
**KSTN** —Stockton, California
**WOLF** —Syracuse, New York
**KFMJ** —Tulsa, Oklahoma
**WNEB** —Worcester, Massachusetts
**WBBW** —Youngstown, Ohio

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding *independent* station in a city.

***Aim for BULL'S-EYE results...with the AIMS GROUP***

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

# POLITICAL SHOWS

## New Bill Introduced

MULTIPLE issues which have the political broadcast question were lumped together in one bill and dropped in the legislators' laps last week.

The new bill seeks a clearly-defined path in the cluttered impasse. It was introduced in the House by Rep. Walt Horan (R-Wash.)

Rep. Horan's bill (HR 5470) spells out in no uncertain terms what the use of broadcasting facilities by candidates for public office would be under the Communications Act.

It goes further than the bills introduced earlier in Congress on political broadcasts. While the bills, (S 1379) introduced by Sen. Ed C. Johnson (D-Col.), and (HR 4240) by Rep. Mike Mansfield (D-Mont.), would bring any person "authorized" by a political candidate to speak for and on his behalf under the same coverage of the Act as it pertains to the political candidate himself, the new bill is even more specific.

The Horan bill:

(1) Denotes legally qualified candidates "in a primary, general or other election."

(2) Specifies that an authorization to speak in behalf of a candidate must be in writing.

(3) Directs that the broadcaster would have no power to censor or *alter* or in any manner *control* the material so broadcast.

The legislation also would not make the broadcaster liable in any civil or criminal action in any local, state or federal court for the broadcast of the material.

The bill is designed to clear up such dilemmas as that created by the courts in the *Felix vs. Westinghouse* case [BROADCASTING • TELECASTING, April 23]. In that case, the court ruled the Communications Act does not prohibit stations from censoring talks by persons who are not candidates. The Supreme Court later refused to review the lower court's decision.

The bill would amend Sec. 315 of the Act. Pertinent parts of the bill read:

**Sec. 315 (a) If any licensee shall permit any legally qualified candidate for any public office in a primary, general, or other election, or any person authorized in writing by such candidate to speak on his behalf, to use a broadcasting station, such licensee shall afford equal opportunities in the use of such broadcasting station to all other such candidates for that office or to persons authorized in writing by such other candidates to speak on their behalf.**

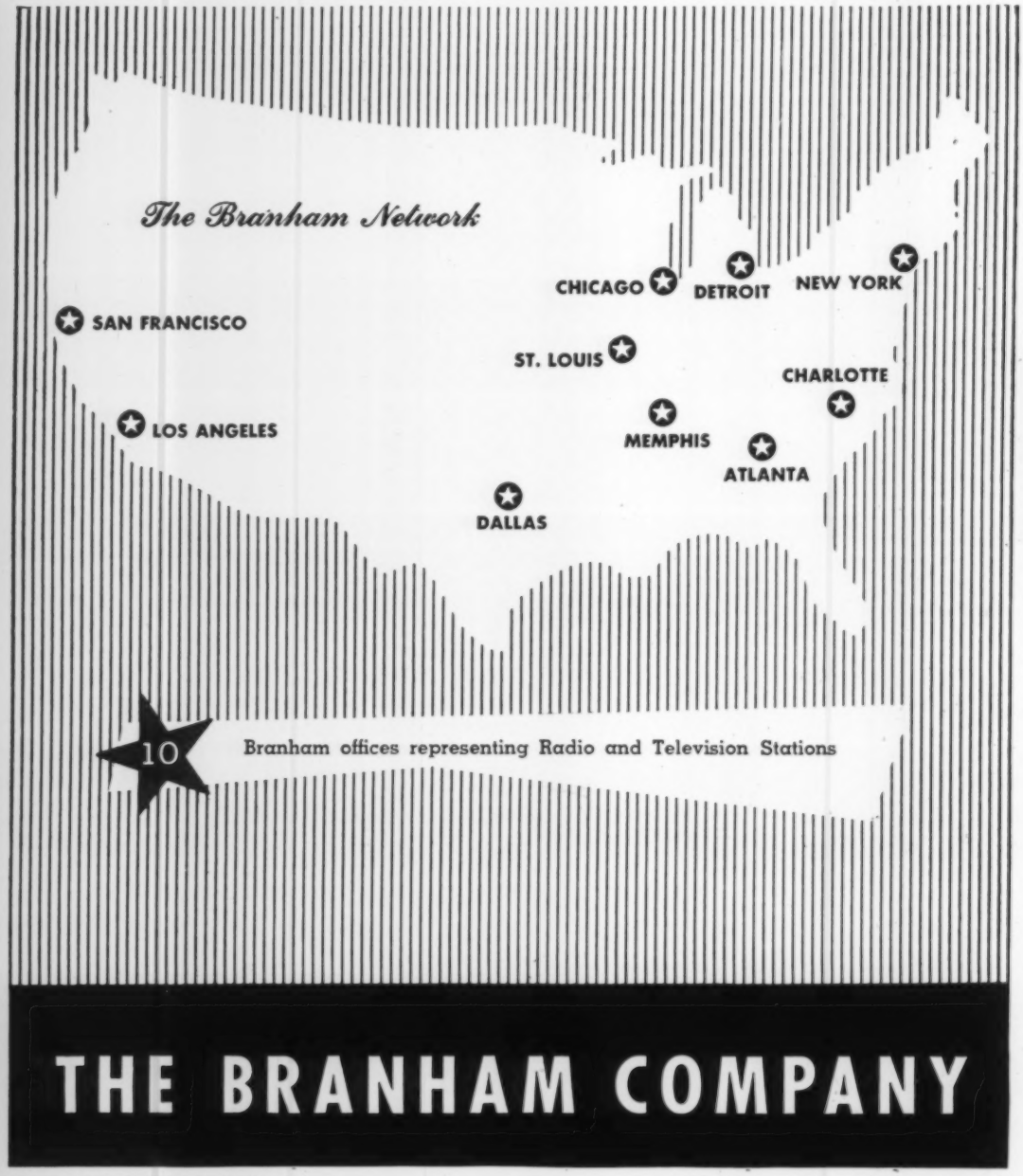
**(b) The licensee shall have no power to censor, alter, or in any manner control the material broadcast by any person who is permitted to use its station in any of the cases enumerated in subsection (a) or who used such station by reason of any requirement specified in such subsection; and the licensee shall not be liable in any civil or criminal action in any local, state, or federal court because of any material in such a broadcast, except material personally uttered by the licensee or by any person under his control.**

It has been pointed out in legislative quarters that subsection (b) may be subject to open fire since there are state libel laws to contend with. Thus, a conflict in law between the state, on the one hand, and the federal government on the other, would be created.

In the *Felix* decision, it was inferred that the broadcaster would be held responsible for the libelous matter which a supporter of a particular candidate utters on the air.

In FCC's famous *Port Huron* ruling, it was indicated the policy of equal time and "no power of censorship" would apply as well to those who spoke on behalf of candidates.

The bill was referred to the House Interstate & Foreign Commerce Committee. It is doubted whether that committee will be able to get to the Horan bill since it is deep in the McFarland bill to streamline FCC procedures, a task that should consume most of the time left before expected adjournment of Congress this month.


THE BRANHAM COMPANY


## HARRIS NAMED

### C-P-P Radio-TV Head

LESLIE HARRIS, NBC sales program manager for the past two years, resigns his post October 1 to become director of television and radio for the Colgate-Palmolive-Peet Co. In his new capacity Mr. Harris will be supervising $20 million worth of radio and TV shows. Among them the *Colgate Comedy Hour; Howdy Doody; Miss Susan; Strike It Rich; Mr. & Mrs. North* and others.

Mr. Harris

Prior to his association with NBC, Mr. Harris was with Benton & Bowles, N. Y., and before that with CBS. Mr. Harris succeeds James C. Douglass who resigned as coordinator of radio and TV advertising for Colgate-Palmolive-Peet Co. to become vice president and director of radio and television for Erwin, Wasey & Co., N. Y.

## Arnold Loewy

ARNOLD LOEWY, 73, founder of Loewy Adv. Agency, one of the oldest agencies in New York, died Tuesday at his home in Brooklyn. Mr. Loewy had not been active in the firm in recent years. Surviving are his wife, Mrs. Bertha Kauffmann Loewy; two sons, Henry H., and Albert T., and a sister, Mrs. Hannah Ghinger. Funeral service was held Wednesday.

# COLUMBIA'S NEW 10" MICROGROOVE DISC IS REVOLUTIONIZING THE TRANSCRIPTION BUSINESS!

**Setting new quality standards for the whole industry!** Amazingly economical — as the typical case history shows! No wonder the popularity of Microgroove grows and grows!

**HERE'S WHY . . .**

- **Cuts costs . . . as much as half!**
- **Smaller Disc . . . *more* program time!**
- **Big savings on packing and shipping costs!**
- **Famous Columbia Quality throughout!**

Columbia Microgroove Transcription discs are available in the 12" size, too! Full 25 minutes per side — with the same all-around Microgroove advantages. Call, Phone or Write

**COLUMBIA**
*Microgroove*
**TRANSCRIPTIONS**

Los Angeles—8723 Alden Drive, BRadshaw 2-5411
New York—799 Seventh Avenue, Circle 5-7300
Chicago—410 North Michigan Avenue, WHitehall 4-6000

*Trade Marks "Columbia," "Masterworks," ● L, Ⓡ Reg. U. S. Pat. Off. Marcas Registradas*

**CASE HISTORY #4***

**See How One Client Saved 44%!**
**(13 Programs—300 Stations)**

| | old 16" Transcription | new 10" Microgroove |
|---|---|---|
| Processing | $ 390.00 | $ 260.00 |
| Pressings | 2,520.00 | 1,365.00 |
| Packing | 90.00 | 60.00 |
| Shipping | 294.00 | 162.00 |
| | $3,294.00 | $1,847.00 |

$3,294.00
1,847.00
$1,447.00

Savings per year = 44%

*Full details on request

## Markets Grow Fast, too

### Norfolk Metropolitan Sales Area Population Increases 60% Since 1940

**When you consider your markets for fall advertising, the Norfolk, Portsmouth, Newport News Metropolitan Sales Area is a must for any list. WTAR, WTAR-TV, or both will bring your message to every home in the area.**

Population is up 60% since 1940*, making this the fastest growing market in the top 30 of the U. S. In fact, it is now 29th in the Nation in population. In Norfolk-Portsmouth total retail sales are up 8.2%, food sales up 4.5%, furniture, household, radio sales up 19.2%, automotive sales up 44.2%. In Newport News, total sales are up 14.1%, food sales up 5.5%, furniture, household, radio sales up 20.0%, automotive sales up 66.1%.**

**Check any Hooper and you'll see that WTAR is the preferred station in Norfolk, Portsmouth, and Newport News. In fact, WTAR delivers more listeners per dollar than any other station or combination.**

Ask your Petry man for availabilities to cash in on this growing market.

WTAR
WTAR-FM

NBC Affiliate
5,000 watts Day & Night

Nationally Represented by
EDWARD PETRY & CO., Inc.

*"The 162 Cream Markets"—J. Walter Thompson, Co.
**Sales Management, September 1, 1951


# SCBA STORY

## So. Calif. Promotion Shown New York

THE STORY of Southern California radio—"where mass and class unite in a perfect marketing marriage and radio advertising performs the ceremony"—was detailed in New York last week as the Southern California Broadcasters Assn. launched a multimarket campaign among advertisers and agencies.

SCBA Managing Director Robert J. McAndrews, who is directing the showings, emphasized that SCBA's cooperative radio-promotion venture is one which can—and should—be emulated by sectional groups of broadcasters throughout the country for the advancement of the entire radio medium, with BAB handling the job on a national basis.

Assisted by SCBA members who will serve in shifts of one or two weeks, Mr. McAndrews planned to present the Southern California radio story to advertiser and agency representatives in New York at the rate of four presentations a day for about two weeks, following with similar showings in Philadelphia, Chicago, Minneapolis and Cincinnati.

The SCBA presentation emphasized that advertisers "get more for (their) money from radio." In the Los Angeles metropolitan area alone, it is pointed out, "you can buy a Class A quarter-hour on all 20 . . . AM stations for $1,574—less than a page in any one of the three leading Los Angeles dailies."

The Southern California area consists of 11 counties with a total population of 6,157,500—representing a population increase of 57% since 1940 as against a national average of 15%. Here, it is noted, retail sales have gained 254% since 1940 as against a 200% gain over the nation as a whole.

### Consists of 11 Counties

In Southern California, the study continues, the number of radio families has gained 28% since 1946, so that today radio circulation "is just 1% less than everybody." With 857,900 automobile radios, the study asserts, the two-county Los Angeles area has more than any other single market.

The study cites figures to show that families in the Pacific time zone are spending more time with radio per day—3.87 hours, as compared to a national average of 3.76 — than with television (1.43 hours), newspapers (1.23), or magazines (0.35).

Though the number of hours spent with radio per day per home is down 16.6% in the Pacific time zone, the study continues, total hours of listening are up 6.3%. Since only a few stations have increased their rates, therefore, "Southern California radio, on a cost-per-thousand basis, is a better buy now than ever before," Mr. McAndrews asserted.

The presentation placed out-of-home listening in metropolitan Los Angeles as highest in the nation, estimating it adds a 20% "plus" to average in-home sets-in-use.

The study said basic Class A one-hour rates on Los Angeles local channel stations average $65 as compared to $168 in the next eight smaller markets; on regional stations, $238 as compared to $312, and on clear-channel stations, $550 as compared to $570.

Where the cost-per-thousand for a Class A full hour averages $0.53 on Los Angeles clear-channel stations and $0.41 on regional stations, a full page in the area's largest daily is placed at $4.79 per thousand noters and in the smallest daily, at $2.83. On the highest TV station, the cost per-thousand is put at $1.85; on the lowest TV station, $0.70.

As "best testimonial," the presentation cited an SCBA survey, covering 23 Southern California stations, which showed 18 with January-June revenues running ahead of those for the same 1950 period by an average of 35%; three running behind by 1, 7, and 20%, and two reporting no change [BROADCASTING • TELECASTING, Sept. 17].

The study concludes by citing case histories demonstrating radio's effectiveness in boosting sales of a wide variety of products.

Kickoff presentation of the SCBA study for New York trade newsmen was held at BAB headquarters Monday afternoon. Stan Spero of KFAC Los Angeles accompanied Mr. McAndrews for the first week's showings. Other SCBA representatives will alternate in assisting him at future presentations.

# WXKW POWER CUT

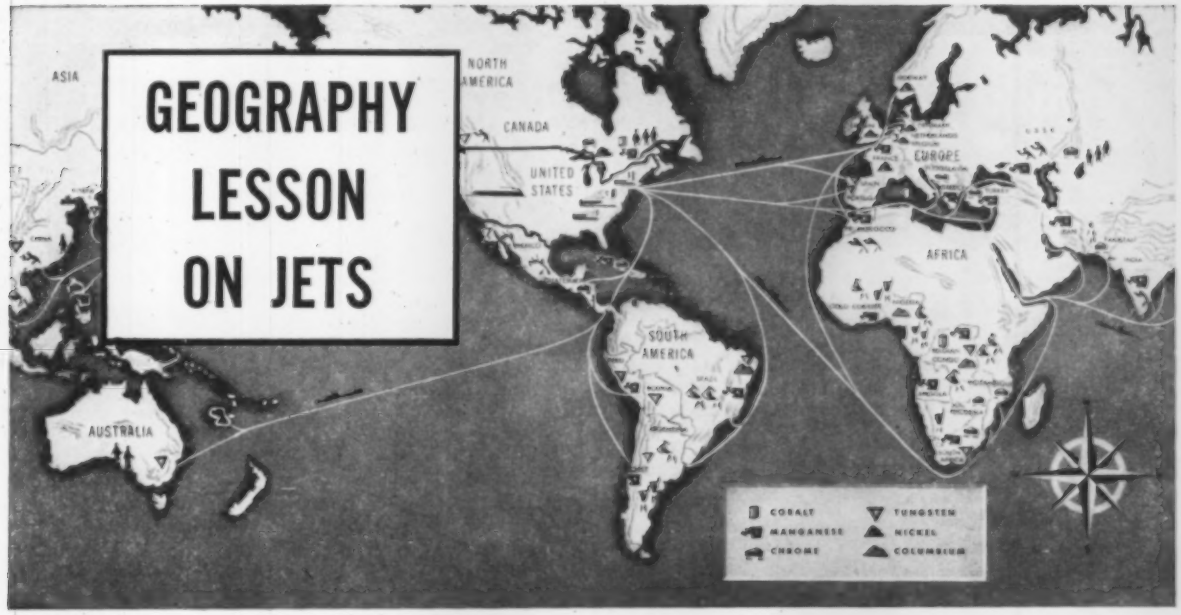
## FCC Favors 1 kw Night

REDUCTION in nighttime power from 10 kw to 1 kw for WXKW Albany, N. Y., was proposed in an initial decision by FCC Hearing Examiner Fanney N. Litvin last week. The station has been operating on 850 kc with 10 kw fulltime under FCC program test authorization. Objectionable interference with KOA Denver and WHDH Boston is the reason for the reduction. KOA and WHDH also operate on 850 kc, each with 50 kw fulltime.

The hearing examiner's decision denied WXKW's bid to modify its construction permit to change its directional array. The examiner felt the proposed change would not reduce the objectionable interference to KOA and WHDH. She ordered WXKW's nighttime power reduced to 1 kw. The daytime 10 kw power was unaffected.

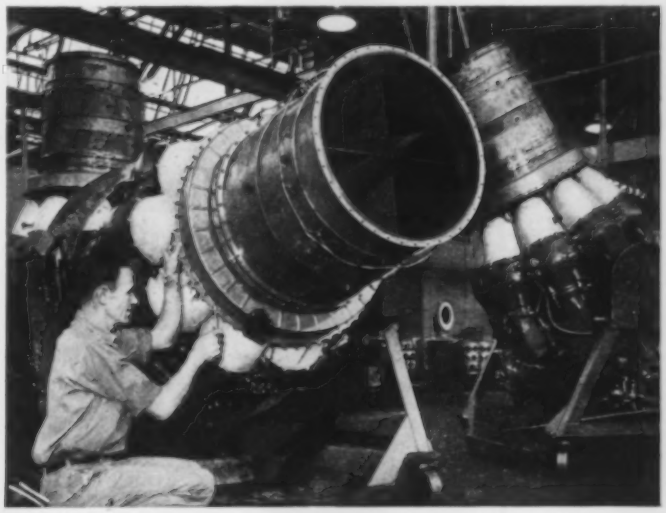
CONSOLIDATED net income of International Telephone and Telegraph Corp. and its subsidiaries for the six months ended June 30 amounted to $8,693,096, showing increase of $3,720,800 over corresponding period of 1950

# GEOGRAPHY LESSON ON JETS




**1** **SOURCES OF ESSENTIAL ORES** used to make the tougher alloy steels needed for jets and for all precision machines are shown on this map.

The rush to re-arm makes scarce metals scarcer. This affects every user of steel products in the world. Whether you operate a machine, drive an automobile, a truck, a tractor, a tank or an airplane, your life is inseparable from the struggle to maintain an open road to the essential metals of the world.



**2** **STRICTLY HOME-COOKED:** Picture shows workman finishing new type jet engine designed to use only those materials found in the Western Hemisphere.

**3** **MOLECULES MAY BE TAUGHT** to align themselves in proper order with smaller quantities of the traditional alloying elements needed. Picture shows start of a chemical process used to harden steel. Steel companies are rushing experiments to find substitutes for scarce metals in alloying processes.

*Are you interested* in knowing more about the hundreds of things that are being done to "stretch" supplies of scarce metals? We'd like you to know something of the promising new use of boron in steel making. Also the search for tungsten is interesting. For carefully prepared background material write American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York. Ask for "SCARCE METALS" reprint from Steelways Magazine.

# FIGURES* SHOW
## *wherever you go... there's Radio!*

**NUMBER OF UNITED STATES HOMES WITH RADIO SETS**

**1949 — 42,000,000 • 1950 — 45,000,000**

**TOTAL RADIO SETS IN USE IN UNITED STATES**

**1949 — 81,000,000 • 1950 — 90,000,000**

Radio's use and popularity have increased steadily ever since commercial broadcasting started in 1920. And today, more people listen to radio than ever before in its phenomenal history. No other medium of entertainment and public service can show such astonishing growth and widespread acceptance. Evidence that radio has become an integral part of everyday life to the average American is the fact that, in addition to the millions of home radios, 17 million automobiles (47% of the total on the road today) have radios installed. The success of radio is a tribute to the faith and loyalty of the American people as listeners, as well as to the initiative and foresight of the American people as broadcasters and advertisers. The concentration of radio in the home and overall sets-in-use is so great that public acceptance of radio is virtually 100%. It is no wonder, then, *that radio is America's greatest entertainment and public service medium.*

# and FIGURES* SHOW THAT ADVERTISERS AGREE

## *wherever you go... there's Radio!*

*Broadcasting Yearbook 1951

**RADIO NET TIME SALES**

**1949 — $425,357,133 • 1950 — $453,605,722**

**RADIO GROSS BILLINGS**

**1949 — $629,000,000 • 1950 — $676,173,000**

There must be a reason for this substantial increase in radio advertising expenditures . . . and there is. Advertisers and time-buyers know from experience that radio reaches more people more effectively, and at lower cost than any other medium. Consequently, they know their radio advertising delivers the sales results they want. And the consistent increase in radio billings each year since the 1930s demonstrates radio's popularity with sponsors. More than ever, *radio is America's greatest advertising medium.*

A FORT INDUSTRY STATION

## THE FORT INDUSTRY COMPANY

**WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va. • **WSAI,** Cincinnati, O.
**WSPD,** Toledo, O. • **WAGA,** Atlanta, Ga. • **WGBS,** Miami, Fla. • **WJBK,** Detroit, Mich.

*National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455*

# editorial

## Sarnoff Symbol

LAST WEEK a man of 60 observed his 45th anniversary in radio. The man is David Sarnoff. He didn't invent radio, but, next to his bosom friend, Marconi, he had more to do with its development (and the development of electronics generally) than any other individual in history.

The saga of Sarnoff—from immigrant boy to board chairman of the largest entity in electronics—has been told many times. He is one of the most publicized men in America, if not the world. At 60 he is in robust health. He keeps busy. RCA and its far-flung subsidiaries constitute the most important unit in electronics. Gen. Sarnoff is the most important individual in RCA.

At Princeton last Thursday, David Sarnoff's 45th anniversary was commemorated. The RCA Laboratory there was named "David Sarnoff Research Center." One day it will stand as the symbol of the man most responsible for the Electronic Age.

## . . . From Little Acorns Grow

FOR YEARS outstanding figures in public life have proclaimed that radio should be "as free as the press." Early in his first administration, President Roosevelt called for it. President Truman followed suit. The Republicans and the Democrats, in their party platforms, have given lip-service to radio-press parity.

But there has never been a court decision to implement those expressions—not until last week.

The ruling came on the plea of a 250 w independent station in a secondary market. The issue was the right of the station (WJLK Asbury Park, N. J.) to pick up a city council hearing on a proposed ordinance imposing a luxury tax in the resort city. The Mayor and a majority of the City Council opposed the broadcast.

For intrinsic merit and judicial substance, the decision might just as well have involved the right of networks to broadcast public hearings of the erstwhile Kefauver Crime Committee. Superior Court Judge C. Thomas Schettino, after observing he had no precedent to guide him, held that radio news comes within the basic meaning of the *press* under the U. S. Constitution; that radio news reporting should enjoy the same privileges as newspapers. And he added:

> **On the basic human interest, our country spends millions of dollars broadcasting its civilization, through the Voice of America to peoples who are slaves in suppressed nations. Yet when we have an opportunity to do the same to some of our unenlightened local citizens we object because it is something novel or something new. **** The greater the light that can be imposed on public affairs, the better will our country be run by the officials who are elected or who are chosen to do the work.**

In the news vernacular, we suggest to the higher courts, the Congress and the platform committees of the major parties, "please copy" Judge Schettino's opinion. And to the *Asbury Park Press*, and its WJLK, our congratulations for their courage in defending the sanctity of a free American radio—"as free as the press."

## ANAesthetized!

THE UTTER INEQUITY existing between radio's research services which mercilessly expose the medium in minute-by-minute detail and the infinitely less informative research techniques used by printed media was never more clearly shown than in a speech by Paul West, of the ANA.

In an effort to turn aside some of the criticism raised by the ANA's three reports on radio values, Mr. West said that his organization was "no less interested in the effect of television on the advertising audiences of magazines and newspapers . . . than on those of radio."

But the reason that ANA had not produced reports on those media comparable to its reports on radio, he said, was that although there was plenty of information available on radio from independent sources (i.e., Nielsen, Hooper), there was no similar data to be had for newspapers and magazines.

No greater stimulation could be found than this to arouse a campaign to make advertisers demand comparable research from all competing media. Indeed it's their duty as prudent businessmen.

The kind of research toward which all radio should be moving is reported in this issue on page 25. The Kemper survey in Louisville put radio on an equal footing with other media, investigating the nature of all. And radio came off better than its competitors.

The longer radio permits itself to be examined in detail while other media show only their prettiest parts, the longer radio will be inviting its own destruction.

## That T-L Stigma

OVER THE years, one of the most vicious practices indulged in by the FCC, wittingly or unwittingly, has been the device of the "temporary license." Sometimes meted out as a punitive measure, and sometimes innocently enough because a station has been "under investigation," the temporary license has been an automatic signal for competitive stations to raid the business of the stigmatized outlet.

It is most welcome news, as reported in this journal last week, that the FCC plans forthwith to cut into the back-log of some 150 "temporaries" [BROADCASTING • TELECASTING, Sept. 24]. The Commission has recognized the inequities that grow out of the temporary license. Staff members, in extenuation, cite the long-delayed FCC functional reorganization as a retarding factor. And, as always, it's contended that personnel shortages stemming from budget limitations have contributed to inordinate delays.

The current bumper crop of "temporaries" is mainly attributable to investigations dealing with horse race broadcasts, purported anti-trust violations, the whole question of what to do about specialized FM services like functional music, transit-casting and store-casting. These, it's now reported, are near decision.

There has been an appalling lack of uniformity in the handling of temporaries. Only those stations whose licenses happen to come up for renewal while a topic is under investigation now hit the FCC "blotter." That's the method the FCC has used from the beginning in placing the burden of proof on the station.

The immediate need is to get as many innocent stations as possible off the hook. In the process, we hope the FCC evolves a permanent solution for the temporary license problem.

# our respects to:

**CARLIN SCOTT FRENCH**

A VICE PRESIDENT of H-R Representatives, Chicago, dictated a letter last week that was 11 years overdue.

It was a thank-you note for advice given indirectly more than a decade ago by Writer Clarence Buddington Kelland.

Carlin Scott French, the H-R vice president, read a Kelland short story in 1940 in the *Saturday Evening Post* which gave him the "foresight" to make a business move that clinched his radio career. He was in the midst of his first radio venture—a partnership in WTMV East St. Louis, Ill.

Business had been bad. So bad the telephone and power companies threatened cancellation of service.

Reluctantly, he faced three alternatives: (1) selling out to his partner, (2) buying his partner's stock, or (3) declaring bankruptcy.

On the night he had to choose, he thumbed through the *Post*, saw the Kelland story and read it word for word. The methods of an ambitious and ingenious businessman touched off his own ingenuity, and the next morning he found a fourth—and successful—alternative.

He talked with the president of the local bank for half an hour and walked out with $30,000. Carlin French bought the rest of the station "and made money the first month and every month after that" as long as he owned it.

Mr. French elected radio as his career after crediting it with the demise of the old Chicago *Herald-Examiner*, for which he was advertising director. Despite his efforts, radio's inroads became increasingly evident and the paper ultimately was reduced to tabloid size and then folded.

His pre-radio history with the Hearst newspaper empire had been energetic and varied.

He first worked for the *Herald-Examiner* after graduation from the Chicago Academy of Fine Arts. Convinced since the age of 6 he would be a career cartoonist, he aroused the ire of both parents with his preoccupation.

Born in Lexington, Ky., Mr. French spent most of his youth in central Illinois towns, mainly Virginia, where his father was a Church of Christ minister. Wherever the church, young Carlin could be found mid-sermon sketching in the hymn book. Outside church, he concentrated on scratch paper, walls and old letters.

While still in grade school, he invested in a cartoon correspondence course the money he earned as a grocery clerk (starting at 5 a.m. and working until midnight each Saturday for

*(Continued on page 62)*

OCTOBER
S M T W T F S
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31
THURSDAY
4
OCT. 1951
Big news from New Orleans—
WDSU becomes the NBC
affiliate today!
L.D.S
Historic Bruiatour Courtyard
Home of W D S U

# HOW TO KEEP 'EM DOWN ON THE FARM

If you had a cash income of over 2 billion dollars last year you'd stay on the farm, too. And that's how much *cash* Canadian farmers took in during 1950.

Farming is big business in Canada, and it's carried on in practically every section of the country. Everyone knows about the grain farms of the Prairies, but Canada grows everything from apples to soybeans. In the south of Ontario tobacco is the big crop, while in British Columbia the whole Okanagan Valley is a giant orchard. And don't forget Canadian cheese and bacon, there's always a steady export market for these.

In just twenty years the farmer's income has risen over 450%. They're spending money, too, for cars, radios, furniture, in fact anything that a city home would have.

For the past few years the rural areas have accounted for over 40% of all Canadian retail sales, and unfortunately, many manufacturers have missed this rich market by putting all their advertising eggs in the city basket. There's only one medium which reaches with equal effect the reader of the city daily, the small town weekly, and the farm paper. That's *radio* which ignores distance and delivery routes. In many rural areas radio is the only dependable mass medium.

So just figure how much of the Canadian farm market should be yours, and then remember:

"In Canada you sell 'em when you tell 'em!"

*A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.*

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.


## Respects

*(Continued from page 60)*

the farm trade).

An only child, he whipped around Virginia (pop. 2,000) in a Model T Ford and regretted leaving high school for nearby Eureka College because Virginia boasted twice as many girls as boys.

"When you're in high school and have a Model T, that's the most important statistic in your life," he says.

After two years at Eureka he went to the Chicago Academy of Fine Arts. Two years later he was free-lancing as a layout artist for International Harvester Co., Oscar Mayer meat products, Pine Bros. cough drops and Sara Lee salad dressing.

At the age of 22, he was "earning $300 a week but collecting $20."

That was when he aligned with the *Herald-Examiner* as author-artist of a cartoon strip, "The Alden Family," featuring a capricious grandpa, romantic girl and a small lad. The series ran six months, until "one of the many editors caught up with me."

He confined himself to sketching for two of the paper's weekly magazine supplements distributed to real estate and used car dealers, finally ending up as editor, writer, makeup man, circulation manager and publisher. To complete his one-man operation, Mr. French began selling advertising and handling promotion. In another move upward, he was hired as supervisor of the "boiler factory," the name given to the paper's classified ad department telephone room.

### Advances With Papers

Five years of this led to duties as classified advertising manager of the *Daily Oklahoman* and the *Oklahoma City Times*, morning and evening papers published by one company.

He loved Oklahoma life—"The climate was perfect, the people the nicest I ever met." But—"I never heard a train whistle that I didn't want to leave. It was so far from every place."

He snapped up an offer as assistant classified ad manager of the New York *Journal American*, another Hearst paper. Two years later, when the late William Randolph Hearst ordered the Chicago *Herald-Examiner* to carry more classified ad lineage than any other paper in the world, Mr. French was dispatched westward to tackle the job.

In a year, with the aid of 200 salesmen, he accomplished the feat. And he then became advertising director.

The same purposefulness and daring guided his steps at WTMV. Asserting that his station was "not going to be all things to all people," he analyzed the St. Louis competition and the kind of entertainment people wanted. He noted the "home-folks" quality of the people and that every tavern in the area hired western and hillbilly musicians each weekend. His station was the first locally to program that kind of music.

Moving into sports as the WTMV audience mushroomed, he snared an exclusive St. Louis Cardinal baseball contract, with Dizzy Dean, the star pitcher, announcing. He added Rogers Hornsby, who holds the all-time batting record, and Grover Cleveland Alexander, a famous pitcher, to narrate live soprtscasts.

Combining his knowledge of radio and newspapers, Mr. French joined Lorenzen & Thompson at Chicago headquarters to carry out the assignment of establishing a radio department to represent stations. The firm, which maintained nine offices, previously only represented newspapers. In 1948, Mr. French joined Transit Radio as western sales manager, headquartering in Chicago.

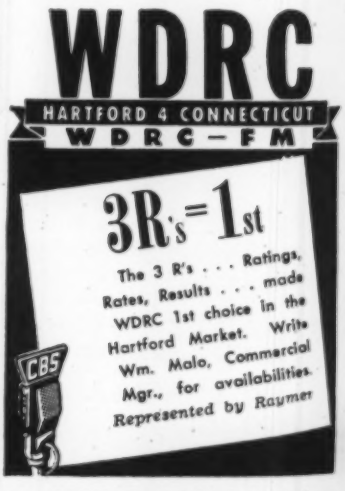
When Transit Radio was absorbed by H-R Representatives he became a vice president. Mr. French maintains several other radio interests and is a major stockholder in WATO Oak Ridge, Tenn., which he helped put on the air. He and his wife, Chubby ("who isn't, so I can call her that"), live on the city's near north side.

They both "play at golf." Chubby has three strokes to go "before she beats me, and then I'll quit."

They like to take their vacation in the winter and last year went to Havana. This year, because of business, they've been restricted to watching hula dancers on TV and scanning travel folders.

## New KNEM Building

KNEM Nevada, Mo., celebrated its second birthday last month by moving into the new KNEM Bldg., located on a nearby hill at the transmitter site. William R. Tedrick, KNEM general manager, drew the plans and supervised construction of the new concrete and masonry structure. The building contains complete studio, office and transmitting facilities. KNEM, owned by the Missouri Broadcasting System, operates on 1240 kc fulltime with 250 w.



WDRC
HARTFORD 4 CONNECTICUT
WDRC-FM
3R's=1st
The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.
Represented by Raymer
CBS

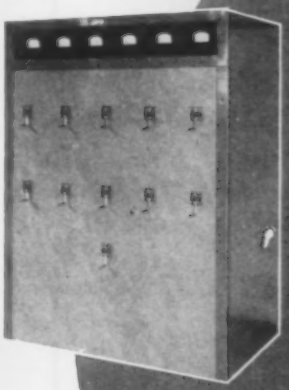
# NEW FACILITIES TO BETTER SERVE YOUR NEEDS

## Look at these features of the new 5/10 KW AM Transmitter*

- For the first time in any commercial transmitter, Continental's *improved high-efficiency* amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.
- Exclusive of the automatic voltage regulator, the transmitter is completely self-contained, thus simplifying installation.
- Full, unobstructed view of all functional equipment is possible through the new "Transview" cabinet design and handsome vertical chassis construction. All components are forced-air ventilated.
- MAXIMUM STABILITY of tuning assured by vacuum-type capacitors in output stage.
- HUM-FREE OPERATION of control system through DC-operated relays.

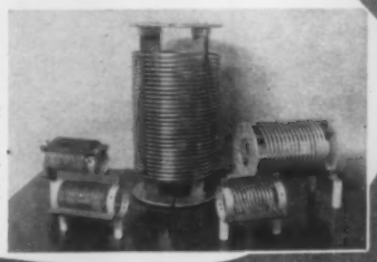
*Being sold through GRAYBAR ELECTRIC COMPANY

## WE SPECIALIZE IN CUSTOM DESIGN TO SOLVE SPECIFIC PROBLEMS



Our NEW, modern plant, vastly expanded facilities and trained personnel are ready to go to work for you at a moment's notice. Skilled engineers are at your disposal to analyze specific problems. Expert draftsmen are on the job to design equipment geared to *your* particular needs in smooth, dependable broadcasting operations. Long years of experience —in both domestic and foreign markets—stand behind Continental Service. The Continental reputation for uniform high quality, superior workmanship and technical ability is your assurance of lasting satisfaction.

*Upper right, the Continental 5 Tower 5 KW Power Division and Phase Control Unit. Lower right, typical Continental components—radio frequency inductors grouped about a larger isolation inductor.*



# CONTINENTAL ELECTRONICS Manufacturing Company

NEW HOME OF CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVERGREEN 1137

producers of

- ★ Complete transmitters
- ★ Radio frequency inductors
- ★ Isolation inductors
- ★ Aluminum coupling cabinets
- ★ Antenna coupling units
- ★ Power division and phase control units
- ★ Rectifiers—Amplifiers
- ★ FM-AM Isolation units
- ★ Arc-back indicators

TAKE A GOOD LOOK AT

CHATTANOOGA

FIRST IN AUDIENCE IN THE MORNING

FIRST IN COST PER LISTENER

FIRST IN LOCAL ACCEPTANCE

*Outstanding Local Personalities Build an Outstanding Audience*

WDEF

CHATTANOOGA

1370 KC 5000 WATTS

Carter M. Parham, President

*Represented by* BRANHAM


# DPA TASK FORCE

## *Attacks Radio-TV Unemployment*

THE GOVERNMENT is taking concrete steps to alleviate growing unemployment among the nation's mass-production electronic firms.

In recognition of the acute picture confronting home radio and TV receiver plants in New York, Philadelphia and Chicago, the Defense Production Administration has appointed a special Electronics Task Force, with a view toward channeling more defense contracts to these plants.

Edmund T. Morris, who shifted his duties from Westinghouse Electric Corp., Baltimore, Md., to the government earlier this year, was named chairman by Manly Fleischmann, DPA administrator. Mr. Morris also is chairman of the government's Electronics Production Board and the Electronics Product Division of the National Production Authority.

Appointment of the special group was prompted by widespread industry disruption caused by the time lag between commitment and actual placement of military orders for electronics equipment. Another prime factor has been repeated cutbacks in civilian goods leaving a slack in plant production and resulting in unemployment.

The task force met initially Sept. 21 under the chairmanship of Mr. Morris and faced squarely up to reports that employment in home radio-TV set plants in those cities has dropped to about 50% of pre-Korean levels.

Serving under Mr. Morris will be Benjamin Abrams, Emerson Radio and Phonograph Corp.; William Balderston, Philco Corp.; Col. Leigh Hunt (USAF), Munitions Board, Dept. of Defense; M. F. Darling, IBEW (AFL) Chicago; Daniel Arnold, Radio-TV conference board, International Union of Electrical, Radio & Machine Workers (IUE-CIO), Camden, N. J.

The two labor representatives were asked to provide "accurate, current figures" on employment and production estimates for the fourth quarter beginning today (Oct. 1).

In announcing the appointment of the group, Mr. Fleischmann said it would study "the possibilities of placing additional defense work in the mass production plants of the electronics industry."

The establishment of the task force came only shortly after the Radio-Television Mfrs. Assn. agreed to set up a clearing house to aid in bringing together prime and sub contractors on defense contracts. The move was taken by RTMA's Small Business Survey Committee [BROADCASTING • TELECASTING, Sept. 24].

The whole scope of electronics production touching on military contracts was reviewed by the task force in its first meeting. Many items, Mr. Morris' unit concluded, are not adapted to mass production techniques now existing for home radio-TV receivers for these reasons: (1) a "high degree of engineering" is required; (2) there is the factor of fluidity of design, and a high ratio of mechanical devices incorporated into delivered equipment.

### Suggested Procedures

Here are other specific recommendations laid down by the Electronics units:

- **Military procurement services should request prime contractors to place sub contracts in areas with a surplus of skilled labor and production facilities.**
- **Radio and television manufacturers should seek "aggressively" sub contracts, working through the armed forces regional councils.**
- **Defense agencies should monitor the placement of future contracts on heavily loaded prime contractors and study existing contract "loads."**
- **"Leader-type" contracts and provision of suitable incentives for prime and sub contractors should be encouraged.**
- **Production companies should be associated with design contractors from the time development contracts are placed.**
- **Manufacturers of electronic components should submit samples for testing by the Armed Services Electronics Standards Agency (ASESA).**

# NARBA CHANGES

## Three Advise FCC

FCC REPORTED notice of new stations and assignment changes from three countries last week under terms of the 1941 North American Regional Broadcast Agreement.

Mexico, Canada and the Dominican Republic announced changes as follows (probable commencement dates in parenthesis):

**MEXICO**

XEDV Zapopan, Jalisco, new class II station, 700 kc, 500 w, daytime (Jan. 1, 1952).

XEFL Rio Bravo, Tamaulipas, new Class II, 1110 kc, 250 w, daytime (Jan. 1, 1952).

XEDT Durango, Durango, new Class IV, 1400 kc, 250 w, fulltime (Dec. 1).

XEFO Poza Rica, Veracruz, new class III-B, 1480 kc, 5 kw-day, 500 w-night (Jan. 1, 1952).

XEFF Matehuala, San Luis Potosi, new Class IV, 1490 kc, 250 w, fulltime (Jan. 1, 1952).

XEDU Durango, Durango, SWITCHING from 1400 kc to 860 kc, 1 kw-day, 500 w-night (Dec. 1).

XEML Mexico, D.F., DELETED.

**CANADA**

CHBD Saskatoon, Sask., new Class II, 1170 kc, 1 kw, fulltime, directional (July 1, 1952).

CKOM Saskatoon, Sask., new Class IV, 1340 kc, 250 w, fulltime, non-directional (now in operation).

**DOMINICAN REPUBLIC**

HI6T Santiago, switching from 1090 kc to 610 kc, 1 kw, fulltime, non-directional, Class II (Nov. 1).

HI8B Bella Vista (Santiago), switching from 610 kc to 1090 kc, 250 w, fulltime, non-directional (Nov. 1).

HI3V Bani, moving from La Vega. Still Class III on 1310 kc, 500 w, fulltime, nondirectional (Nov. 1).


CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

CHIEF SAYS:

"Rosen-Lemon plenty great
Hit and pitch for baseball team;
And with sponsor they're first-rate
Selling on Chief Station beam."

INDIANS MAKE BIG HIT

Baseball stars Al Rosen and Bob Lemon are now in their fifth sponsored month as WJW DJ's. There's a buy for you, too, on this showman's station.

BILL O'NEIL
PRESIDENT

CLEVELAND'S *Chief* STATION

WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

## ADVISORY BOARD

### Benton Plan Supported

THE BENTON plan to set up a National Citizens Advisory Board for Radio and Television made its appearance in the House last week.

Rep. Kenneth A. Roberts (D.-Ala.) dropped a companion measure (HR 5471) in the hopper last Tuesday. It was referred to the House Interstate & Foreign Commerce Committee.

The Congressman said he would speak with committee Chairman Robert Crosser (D.-Ohio) on the bill as soon as they could get together.

On the Senate side, where the Senate Interstate & Foreign Commerce Committee has held some hearings on the issue [BROADCASTING • TELECASTING, Sept. 10], there has been no action scheduled.

Rep. Roberts, in introducing the measure told BROADCASTING • TELECASTING, he did so because he felt that "television, and radio, too, are important as educational and public service mediums." He said he thought a study of trends in the industry would "assure protection for the public."

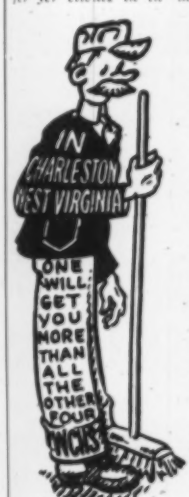
---

LUCIO BASCO, Rome correspondent for bi-lingual WOV New York, obtained exclusive interview from Italian Premier Alcide DeGasperi before the statesman sailed for U. S. Taped interview was played on WOV and distributed to five other Italian-language stations.


*Miss Nancy Clifford*
*Newby and Peron, Inc.*
*Chicago, Ill.*

*Dear Nancy:*

*Hit shore pays ter build up a follerin' fer yer clients in th' markets which is steady right through prosperities, depressions, recessions, er whut hev yuh! An thet's th' kind uv market Charleston, West Virginny —th' hometown uv WCHS — is! Yessir, Nancy, ther's all kinds uv industries here, an' thet means steady bizness! Why, th' chemical plants alone pays 75 milyun dollars a year ter their employees in this area—an' thet's oney ONE uv meny industries here! Air you seein' to hit thet yer clients is well represented here? An' don't fergit—WCHS gives yuh more uv these well-paid employees fer lisseners then all th' other four stations in town put t'gether!*




*Yrs.*
*Algy*

WCHS
Charleston, W. Va.


# front office

C. RICHARDS EVANS, general manager KSL-AM-TV Salt Lake City, elected vice president Radio Services Corp. of Utah (owner of KSL-AM-TV). Mr. Evans will continue to manage stations.

Mr. Evans

BERNARD C. HARGREAVES, commercial manager KWFC Hot Springs, Ark., appointed local sales manager KBTM-AM-FM Jonesboro, Ark. Mrs. KATHERINE S. HARGREAVES, traffic manager KWFC, appointed program director KBTM.

FREDERICK H. ELLIOTT Jr., sales representative WKRT Cortland, N. Y., named to sales department WTRY Troy, N. Y.

WILLIAM R. TEDRICK, general manager KNEM Nevada, Mo., appointed general manager WOKZ-AM-FM Alton, Ill.

DONALD N. MANN, general manager WKNK Muskegon, Mich., resigns. He will join WBBM Chicago, staff.

MARTIN N. LEEDS, associate director business affairs program department CBS Hollywood, named director of business affairs for network TV division.

JERRY HAUSER and EMERY ELLINGSON appointed to sales staff WLDY Ladysmith, Wis. ROBERT FOREMAN, sales staff, resigns.

JOHN R. GNAU, publicity and promotion manager WWJ-AM-FM-TV Detroit, to sales staff WWJ-TV.

EDWARD F. LETHEN Jr., MacFadden Publications, to network sales staff CBS Radio Div., as account executive, effective immediately.

CLYDE MELVILLE Co., Dallas, appointed southwestern representative for KSEL Lubbock, Texas.

BILLY WILSON, account executive KCOH Houston, resigns to devote more time to Montrose Studios (TV production) where he is director of sales and promotion. FRED BATES succeeds Mr. Wilson at KCOH.

DAN SCHMIDT III, WOR New York, to CBS Radio Spot Sales, Hollywood, as account executive.

HAL NEAL promotion, publicity and advertising director WXYZ Detroit, appointed to newly created post as assistant radio sales manager. WILLIAM MORGAN, staff announcer, will succeed Mr. Neal.

FORJOE & Co., N. Y., moving to larger offices at 29 East 57th Street, effective Oct. 1. New telephone number will be PLaza 5-8501.

JIM KELSO, WOSU Columbus, Ohio, appointed southern Ohio sales representative for WRFD Worthington, Ohio.

ADAM J. YOUNG Jr. Inc., New York, appointed national representative for WJAC Johnstown, Pa.

DAN V. CARR, CKEY Toronto, appointed manager CKOY Ottawa.

## *Personals . . .*

CRAIG LAWRENCE, executive vice president Cowles Broadcasting Co. (WCOP Boston, KRNT Des Moines and WNAX Yankton, S. D.), and general manager WCOP, named Massachusetts radio chairman for Crusade for Freedom campaign. . . . ROBERT E. KINTNER, president ABC, elected to Advertising Council to replace MARK WOODS, representative for radio and TV, who resigned from board when he left ABC board vice chairmanship. . . . BILL REA Jr., president and general manager CKNW New Westminster, B. C., father of daughter, Sept. 14. . . . ROBERT B. HANNA, manager WGY and WRGB(TV) Schenectady, N. Y., elected president of local Chamber of Commerce. Mr. Hanna is first radio man to become president of that local group. . . . HARVEY J. STRUTHERS, general manager WEEI Boston, named chairman of radio committee of 1952 United Red Feather campaign.


*Now . . .*

WSCR
SCRANTON

Is a member of America's No. 1 Radio Network

SCRANTON

N. B. C.

Operating On A Full-Time Schedule, Day and Night, Since August 5th

**N.** Network Programs of the National Broadcasting Company are now heard on WSCR.

**B.** WSCR adds the tremendous Scranton Market, covering 350,000 listeners, for the first time on *America's No. 1 Radio Network*. . . .

**C.** Contact us or THE WALKER COMPANY, our National Representatives for choice availabilities.

For REAL COVERAGE of the Scranton Market—Schedule

WSCR

The N.B.C. Affiliate Station in Scranton, Pennsylvania

1,000 Watts Daytime
500 Watts Nighttime

DAVID M. BALTIMORE
*President & General Manager*
Studios: 116 Adams Ave., Scranton, Pa.

## Revisions in the 1951 Marketbook

**Editor's Note:**

**The 1951 BROADCASTING • TELECASTING Marketbook involved more than a million separate computations. In so prodigious an operation it was inevitable that there would be some errors.**

**We made a few—the corrections are printed on this page. With each is printed the page, column and place in the column where it should appear to make it easy for your secretary to insert them over the incorrect lines. Just clip off on the dotted lines, then, when you find the proper place, clip off the direction line printed in italic.**

*Page 7, Col. 2, South Carolina metropolitan areas, insert after Columbia:*

**GREENVILLE**, 168,152 (1950 pop.); 136,580 (1940 pop.); 44,313 (1950 homes); 39,527 (1950 radio homes); 89.2 (% radio).

*Page 16, Col. 1, change KNBH (TV) Los Angeles rates:*

| | | | | | | |
|---|---|---|---|---|---|---|
| D | 100.00 | 100.00 | 144.00 | 230.00 | 345.00 | 575.00 |
| N | 200.00 | 200.00 | 313.00 | 500.00 | 750.00 | 1,250.00 |

*Page 19, Col. 2, Salinas, Calif., delete KDON which should only be listed under Santa Cruz.*

*Page 45, Col. 4, Weiser, Idaho, Change KWEI rates:*

| | | | | | | |
|---|---|---|---|---|---|---|
| D | 2.00 | 2.50 | 5.00 | 10.00 | 15.00 | 25.00 |
| N | 2.50 | 3.50 | 5.00 | 10.00 | 15.00 | 25.00 |

*Page 82, Col. 4, Springfield, Mass., change rates of WJKO:*

| | | | | | |
|---|---|---|---|---|---|
| 10.00 | 10.00 | 25.00 | 50.00 | 100.00 | 200.00 |

*Page 122, Col. 2, insert Southern Pines, N. C., after WMPM:*

**SOUTHERN PINES**, Moore, 8,335 homes, 86.3% radio, 7,193 radio homes.
**WEEB**, 1 kw-D, 990 kc

| | | | | | | |
|---|---|---|---|---|---|---|
| D | 4.00 | 4.00 | 12.00 | 24.00 | 36.00 | 60.00 |

*Page 172, Col. 1, delete KDWT from Snyder, Tex., insert under Stamford, Tex.:*

**STAMFORD**, Scurry, 6,979 homes, 87.7% radio, 6,121 radio homes.

*Page 172, Col. 1, Terrell, Tex., insert KTER Rates:*

| | | | | | |
|---|---|---|---|---|---|
| — | 6.15 | 8.35 | 16.10 | 23.75 | 43.70 |

*Page 203, Col. 4, Albuquerque, N. M., change KOAT listeners to:*

125,000

*Page 203, Col. 4, Albuquerque, N. M., change KVER listing:*

| | | |
|---|---|---|
| Spanish | 125,000 | 3,000 |

*Page 203, Col. 4, New Mexico foreign language, insert:*

**LAS CRUCES**
**KOBE**, 250 w, 1450 kc

| | | |
|---|---|---|
| Spanish | 50% | 630 |

**LAS VEGAS**
**KFUN**, 250 w, 1230 kc

| | | |
|---|---|---|
| Spanish | 75% | 420 |

**RATON**
**KRTN**, 250 w, 1490 kc

| | | |
|---|---|---|
| Spanish | 40% | 105 |

*Page 206, Col. 3, Texas foreign language, insert:*

**PLEASANTON**
**KBOP**, 1 kw-D, 1380 kc

| | | |
|---|---|---|
| Spanish | 75% | 840 |

**STEPHENVILLE**
**KSTV**

| | | |
|---|---|---|
| | 55% | 210 |

*Page 206, Col. 4, insert Terrell, Tex.:*

**TERRELL**
**KTER**, 250w-D, 1570 kc

| | | |
|---|---|---|
| Bohemian | 40,000 | 60 |


KFYR . . . in fertile North Dakota . . . reaches the "spending-est" families in the nation—gives your dollar a pre-war stretch in VALUE RECEIVED! Ask any John Blair man for hard-hitting, hard-selling KFYR facts and figures.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.

## On the dotted line . . . . . .

**WKRC Cincinnati signed sponsorship for all U. of Cincinnati grid games. (Seated, l to r): Reuben Frisch, mgr. of large branch of Frisch's Restaurants, sponsors; Irv Frisch, gen. mgr. of chain; Chic Mileham, U. of Cincinnati athletic dir.; Dave Frisch, sponsor president; (standing, l to r): Ed Kennedy and David Taft, WKRC sportscasters, and Syd Cornell, of agency, Rollman, Cary & Rittenhouse. Mr. Taft is assistant to the executive vice president of Radio Cincinnati Inc., WKRC licensee.**

**CHET HUNTLEY, (seated, l) ABC newscaster, and Paul Beuter, ad mgr. for MJB Co. (coffee, spices, rice) shake hands after MJB signed 52-week pact for *Chet Huntley and the News* on ABC Pacific and Mountain networks. Standing (l to r): Christy Allen, BBDO; Gayle Grubb, general manager, KGO San Francisco; Walter McNiff, BBDO.**

**W. COAKLEY THOMPSON, pres., The Motor Supply Co. of Savannah, Augusta, Waycross, Brunswick and Aiken, signs contract covering exclusive sponsorship of all U. of Georgia grid games over WSAV Savannah for second consecutive season. (L to r) Don Jones, WSAV comm. mgr., Mr. Thompson, and Bob Ward, WSAV local ad mgr.**

**ALVIN BAUMER, pres., Baumer Foods Inc., signs to sponsor *Hour of Charm* Mondays over WWL New Orleans for 52 weeks. Standing (l to r) are James G. Aldige jr., of WWL; Helion Dickson jr., vice president of Stone Stevens Inc., and George Arnold, Baumer sales manager.**

**OTIS MILLER (seated, l) co-owner of Scott Co., plumbing contractor, signs to sponsor H. V. Kaltenborn (seated, r) and Richard Harkness five days weekly on KNBC San Francisco. Standing (l to r): Robert Sherman, v.p., Elliott, Daly & Sherman, S. F. agency, and Heber Smith, KNBC acct. exec.**

**SEALY Mattress signs for full sponsorship of *Brunch With Dorothy & Dick* on WOR New York, Sundays. (L to r) Dick Kollmar, co-star, Eugene Kligman (seated), executive vice president, Sealy Mattress of New York; Dorothy Kilgallen Kollmar, (co-star), (standing), Abe Cenit, Sealy sales & merchandising mgr., and Paul Tuttle, ad mgr. Contract placed by Getschal & Richard, N. Y.**

## BOXING FEUD
### KRSC Defends Action

KRSC Seattle has been threatened with legal action by promoters of the Harry Matthews-Grant Butcher middleweight bout held on the West Coast.

The dispute between the station and the promoters grew from a radio blackout called by Jimmy Fitten, matchmaker, and the two fighters' managers in an effort to boost gate receipts. KRSC, however, re-created the bout round by round from the studio. This action precipitated the threat of legal recourse.

Ted Bell, KRSC program director, declared the recreation could not have cut into gate receipts because the fight was not broadcast until after its conclusion "and we did not plug our planned coverage until 6 p.m. the night of the fight."

Mr. Bell noted the station ran free spots during the week preceding the fight, urging listeners to attend, and telling them where tickets could be obtained.

## WHUM HOLIDAY
### Host to N.Y. Execs.

MAKING the trip in a chartered plane, New York agency timebuyers and officials of H-R Representatives were guests of WHUM Reading, Pa., at a "carnival party" in Reading fortnight ago. Hosts were Mr. and Mrs. Humboldt Greig and Mr. and Mrs. Arthur Heim of WHUM.

Among those who made the trip were:

Jayne Shannon, J. Walter Thompson Co.; Betty Powell, Geyer, Newell & Ganger; Frank Coulter, Young & Rubicam; Ruth Jones, Benton & Bowles; Murray Roffis, Maxon Inc.; Frank Daniel, Lennen & Mitchell; Helen Hartwig, Lucy Kerwin, Kenyon & Eckhardt; Don Quinn, Pedlar & Ryan; Jack Neale, Compton Inc.; Elenore Scanlan, BBDO; Ethel Weider, Blow Co.; Vera Brennan, Scheideler, Beck & Werner; Dick Fichthorn, Allan Lane, Jack Shuler, Johnny Deegan, Priscilla Pomeroy, and Mel Wayne, WHUM; Jean Carroll, Sullivan, Stauffer, Colwell & Bayles; Helen Wilbur, Doherty, Clifford & Shenfield; Robert Stivers, Hilton & Riggio; Frank E. Pellegrin, Frank M. Headley, Allan Kerr, Paul R. Weeks, H-R Representatives; Anne Small, Cecil & Presbrey; Betty Nasse, Dowd, Redfield & Johnstone; Mary Dunlavey, Harry B. Cohen Inc.; Robert Reuschle, McCann-Erickson; Fred Cusick, Dancer-Fitzgerald-Sample; Tom McDermott, N. W. Ayer & Son; Lillian Selb, Foote, Cone & Belding.

## Coy Prediction

ADVANCES in electronics, particularly in radio, television and facsimile, will move freight and passengers with increasing speed and safety, Chairman Wayne Coy of the FCC predicted in an address marking the 100th anniversary of the sending of the first train order by telegraph. The ceremony was held in Harriman, N. Y. Chairman Coy speculated that whole yards or terminal areas might be made visible to a dispatcher by television with all activities observed by railroad executives.

# NRFA POLICY
### Paid Space, Free Time Plan Hit by Paige

THE chiseling fringe is back at its nibbling, judging by scattered but violent reactions from broadcasters.

In the mountain states, Jack Paige, vice president of the 39-station Intermountain Network, blew his top when a letter arrived from National Retail Furniture Assn., Chicago. His explosion came when he read paragraphs advising retailers to buy newspapers space and solicit free radio time.

"I, for one, wonder just how long publicity organizations such as yours can expect to continue asking radio for free time while at the same time directing the attention of the retailer to the fact that his greatest medium is the newspaper," Mr. Paige wrote NRFA.

"You will be interested to know that your material has served one purpose . . . and that is an edict issued to all our commentators on the 39-station Intermountain Network never to use, under any consideration, any material supplied by any public relations bureau such as yours. . . . Also please be assured that the furniture stores in this town who have long recognized radio as one of their finest mediums will receive complete and thorough cooperation from this station in this, as well as any other promotions. Our cooperation with them will come through their recognition and not because of your treatment."

The furniture group recommended in a 12-page home fashion brochure that newspapers will get out special sections if retailers support it, Mr. Paige said. The brochure then noted that radio stations will promote the home fashion campaign of NRFA—free.

An effort to buy station announcements at 50 cents each drew the wrath of Arthur J. Barry, president of WEOK Poughkeepsie, N. Y. Mr. Barry wrote Maurice Greenberg, of Eastern Wine Corp., New York, as follows:

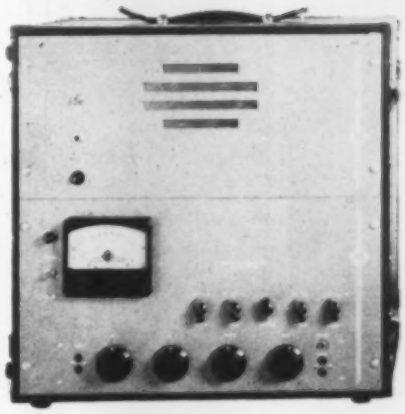
**In reply to your letter dated Sept. 19, requesting a schedule of 50 to 100 announcements at 50 cents each, wish to advise our maximum discount rate for one-minute spots is $6 each. This is the rate now being paid by all our advertisers, including a competing wine advertiser.**

**I doubt very much if you would be willing to offer us a case of Chateau Martin wine at one-twelfth of the standard price.**

ADVERTISING - merchandising offer under which sponsors may receive promotion of their grocery-store products in 250 Bohack Supermarkets in New York area has been announced by WOV New York.

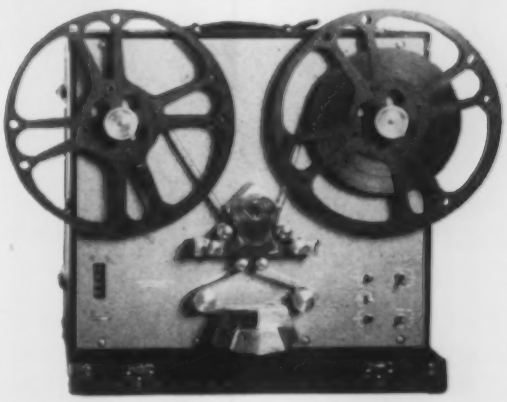

*Now it's here . . .*

**MODEL S5 SYNCHRONOUS MAGNETIC FILM RECORDER AND REPRODUCER**



The STANCIL-HOFFMAN Synchronous . . . Magnetic . . . Sprocket Film Recorder insures for *16 mm* film production . . . *35 mm* SOUND FIDELITY plus . . . MAGNETIC TAPE convenience . . . at 16 mm PRODUCTION COSTS.

This remarkable S5 Recorder may be ordered for either 16 mm or 17.5 mm film. The S5 Recorder is designed for either portable use (as illustrated) or rack mounting for permanent placement.



- STANCIL-HOFFMAN Synchronous equipment has been field tested and proven by extensive use throughout the world.
- Over 2160 foot film capacity, or a full hour of 16 mm recording.
- Available with both a synchronous drive motor and an interlock motor, either motor used selectively.
- The mechanical filter system uses *TWO* fly wheels in a balanced tight loop, providing flutterless operation.
- Complete relay control permitting remote operation from any number of positions.
- Instead of gears, uses a unique silent chain drive which requires NO maintenance.

WRITE FOR DESCRIPTIVE BROCHURE

**STANCIL-HOFFMAN CORP**

1016 NORTH HIGHLAND AVENUE HOLLYWOOD 38, CALIFORNIA

# air-casters

**JACK LEWIS** appointed program director WMBG and WCOD (FM) Richmond, Va., succeeding **ALLAN PHAUP**, recalled to active duty as Air Force Reserve officer.

**ART JACOBSON**, TV program manager NBC Chicago, resigns. **GEORGE HEINEMANN**, TV operations manager, succeeds Mr. Jacobson.

**TED MILLS**, executive TV producer NBC Chicago, to CBS, as video producer in New York. **SHIRLEY WILLER**, secretary to Mr. Mills, also joins CBS.

**FRAN HARRIS**, women's editor for radio and TV WWJ Detroit, appointed manager of publicity and promotion, succeeding **JOHN N. GNAU** (see FRONT OFFICE).

**DARRELL E. ROSS**, stage supervisor KECA-TV Hollywood, appointed production manager.

**FRANCES A. BOVICK** appointed program director WJNC Jacksonville, N. C., succeeding **DOROTHY R. GOULD**, resigned. Miss Bovik was with KBON and KFAB Omaha, and CBS-TV in Hollywood.

**BOB GEIS**, writer-producer WRFD Worthington, Ohio, appointed production manager. **MARY LOU PFEIFFER**, instructor Community Institute, and associated with extension staff Ohio State U., appointed director of women's activities. **GEORGE BODNER**, station personality, appointed chief announcer.

**KENTON R. MUDGETT** appointed program director WTWN St. Johnsbury, Vt., succeeding **ROBERT WEBSTER**, resigned. Mr. Mudgett and Toni Dugas were married Sept. 8. **APRIL WALTERS** named continuity chief.

**JOE LANDIS** and **GEORGE TIBBLES** named co-producers and Mr. Landis new director for weekly *Al Jarvis Show* on KLAC-TV Los Angeles. They replace **JOE PARKER**, producer-director, who resigned to fulfill other commitments. Mr. Tibbles is also musical director.

**RAY E. BROSSEAU**, guest relations NBC New York, appointed programming sales coordinator WLWD (TV) Dayton.

**BILL BRADLEY**, WCAU Philadelphia, to KCBS San Francisco as staff announcer.

**SHIRLEY HAYES**, program department KPIX San Francisco, and Dick Hickman, married.

**WARREN MICHAEL KELLY** to WXYZ Detroit, as emcee on *Stag Party*.

**JO RANSON**, publicity director WMGM New York and MGM Radio Attractions, named chairman of press-radio liaison committee of Brooklyn Chapter of American Red Cross.

**LEON RADSLIFF**, staff musician KCBS, father of girl, Nickie.

**JUNE MELENDY**, organist KPIX San Francisco, mother of boy.

**CLARENCE CASSELL**, announcer KCBS San Francisco, to CBS Pacific Network, Hollywood.

**BILL REILLY**, publicity director WCKY Cincinnati, father of boy.

**ADELE CRAWFORD** replaces **PEG ROTHE JACOBSON** as supervisor of information and guest relations NBC Chicago.

**BUDDY MORENO**, singer and bandleader, to WBBM Chicago, on music staff as singer, musician and emcee.

**ERNEST DE LA OSSA**, director of personnel NBC, to preside at an Office Forum to be held Oct. 22 in New York on technical and scientific manpower and salary-wage stabilization, sponsored by New York Personnel Management Assn. in conjunction with National Business Show.

**DON THURSTON**, staff announcer-engineer WTWN St. Johnsbury, Vt., and Oralie Lane, married Sept. 9.

**DON BAKER**, announcer KNX Hollywood, and **JOE ALLABOUGH**, assistant director, named night supervisors for station.

**CONNIE B. GAY**, noted radio-TV hillbilly band leader, and top TV entertainers from Washington, D. C., area, visiting Armed Force's installations in the Caribbean.

**DAN TOBEY**, ring announcer, appearing in that capacity on KTTV (TV) Los Angeles *Wrestlers and The Ladies*.

**CANDY McDOWELL** starts two weekly quarter-hour *Musical Nightcap* record program on KTSL(TV) Los Angeles.

**JACK BRUCE**, staff announcer WNAX Yankton, S. D., father of boy, Steven Edward.

**CHARLES (Happy) HOLMES**, disc jockey WBTM Danville, Va., to WAYS Charlotte, N. C., in same capacity. **MARGARET JOHNSTON**, continuity writer WCPS Tarboro, N. C., to continuity department WAYS. **CHARLES KURALT**, announcer WAYS, leaves station to enroll at U. of North Carolina.

**WILLIAM BRENNAN**, program director KTSL (TV) Hollywood, father of boy Sept. 18.

**JIM JOHNSTON**, WOC-TV Davenport, to announcing staff WLS Chicago. **BOB SHAFFER** to talent staff, as singer. He was with WKNX Saginaw, Mich.

**LLOYDE GAYNES**, producer WTVJ (TV) Miami, called to active duty with Air Force. He will enter Air Force Officers Candidate School at Lakeland Field, Texas.

**HUGH KEMP**, associate editor, script division NBC radio, father of boy, Ian Fletcher, Sept. 18.

**WILLIAM WHITE PARISH**, assistant to president Simon & Schuster, N. Y., named supervisor of playreading NBC New York.

**RENEE LEASE** to continuity staff WIRE Indianapolis, succeeding **GLORIA JOYNER**, resigned.

**EARL STEELE**, announcing staff WCCO Minneapolis, appointed producer.

**ERNEST E. STERN**, copy chief publicity department ABC, named trade news editor. **TOM FITZSIMMONS** succeeds Mr. Stern, as copy chief.

**JANE SMITH**, commentator KVVC Ventura, Calif., to KVEN same city.

**BOB KING**, KSOO Sioux Falls, S. D., appointed to announcing staff WNAX Yankton, S. D.

**BUD STEFAN**, emcee KTLA (TV) Hollywood, recovering following recent appendectomy.

## News . . .

**CHUCK LAMBERT**, music director WGFG Kalamazoo, Mich., appointed assistant news editor and special events man.

**MILT BERKOWITZ**, news and sports editor and publicity director WONS Hartford, Conn., resigns effective Oct. 1.

**JOHN ADAIR** to WNAX Yankton, S. D., as newscaster.

**JOSEPH SLAVIN**, recent graduate Fordham U., N. Y., to WMTR Morristown, N. J., as general newsman.

**BENEDICT E. HARDMAN**, instructor for American Institute of the Air, Minneapolis, and **CLAYTON KAUFMAN**, sports editor, staff writer and editor International News Service, Dallas, appointed to news staff WCCO Minneapolis.

**RICHARD OBERLIN**, news director WHAS-AM-TV Louisville, returns to station after three months' leave of absence to work with UNESCO in France.

**JIM LEATHERS**, county extension agent of Cowley County, Kansas, appointed associate farm director KMBC-KFRM team Kansas City, Mo. He succeeds **KEN PARSONS**, resigned.

**DEKE HOULGATE**, sports columnist, starts quarter-hour weekly *Pigskin Parlay* on KHJ Los Angeles. In addition to predicting outcome of big games to be played, Mr. Houlgate will interview prominent football personalities.

**BOB REYNOLDS** named sports announcer and disc jockey WJBK Detroit. He was with WTAC and WFDF Flint, Mich.

**JIM MARTIN**, morning news editor WGAR Cleveland, presented scroll honoring him with life membership in Smaller Business of America Inc., for his contribution to organization.

**GEORGE HAMILTON COMBS**, news analyst WMGM New York, and member of New York bar, made special assistant U. S. Attorney attached to district office enforcement division of Office of Price Stabilization. He was sworn in last Tuesday by James G. Lyons, OPS regional director. Mr. Combs will, for the present, continue with his news broadcasts over WMGM, Mon.-Fri., 12:15-12:30 p.m.

## KLIX Joins MBS

AFFILIATION of KLIX Twin Falls, Ida., with MBS, effective today, was announced last week by Frank C. McIntyre, KLIX vice president and general manager. KLIX also has joined the Intermountain Network, effective today [At Deadline, Sept. 24], and already was affiliated with ABC. "This marks the first time any Magic Valley station has had contracts with two major networks," Mr. McIntyre said.

responsive listeners make responsive buyers!

WJR

the GREAT VOICE of the GREAT LAKES

Four WJR response tests averaged 543 answers per single announcement!

Remember . . . first they listen . . . then they buy!

FREE SPEECH MIKE

Represented nationally by Edward Petry & Company

WJR—now celebrating its 25th year of service to home and nation

# SAN DIEGO

## NLRB Orders Elections At Five Outlets

ELECTIONS to determine the collective bargaining representative for certain technical employes at five San Diego, Calif., stations have been ordered by the National Labor Relations Board.

Stations involved are KFMB-AM-TV (Kennedy Broadcasting Co., formerly Jack Gross Broadcasting Co.), KCBQ (Charles E. Salik), KGB (Don Lee Broadcasting System), KSDO (San Diego Broadcasting Co.) and KSON (Studebaker Broadcasting Co.).

In all cases except that of KSON, employes will choose between NABET (CIO) and IBEW (AFL), or select neither. At KSON, NABET is the sole union involved.

A consolidated hearing was heard on NABET's five-station petition and affirmed by three members of the board. The elections will be held within 30 days after the date of direction, Sept. 27.

In the Don Lee case, IBEW intervened for its Local 569, claiming that it originally had a contract covering employes at four Don Lee outlets, including KGB, on behalf of other union locals. The one-year contracts have been automatically renewed each year before June 30. Last April NABET notified the employer of its claim for representation and filed a petition. The AFL union protest was rejected by NLRB in favor of the CIO claim.

Taking each case, the board ruled that these comprise adequate units for collective bargaining:

(1) All engineering, technical and production employes at KFMB-AM-TV, excluding directors, producers, writers, announcers, talent and professional employes.

(2) All engineers and technicians at KCBQ, excluding the chief engineer and transmitter supervisor (supervisors under the Taft-Hartley Act), professional employes and other supervisors.

(3) All engineers and technicians, including the vacation relief man, but excluding professional employes and supervisors, at KGB.

(4) All engineers and technicians, including the chief engineer, but excluding professional employes and supervisors, at KSDO.

(5) All engineers and technicians, excluding professional employes and supervisors, at KSON.

## WMCA SPONSORS

### Adds 17 New Accounts

SEVENTEEN new advertisers for both spot announcements and programs have been signed by WMCA New York.

Included in roster are:

Dexter Motors, through Henry L. Davis Co., N. Y., to sponsor *Football Huddle*, preceding Notre Dame football games, plus corresponding spot announcements; Philco Radio & Phonograph Corp. sponsoring Notre Dame football series, through Sternfield-Godley, N. Y.; Italian-Swiss Colony Wine, through Honig-Cooper, San Francisco, presenting quarter-hour *Football Scoreboard*, following all games on WMCA.

Mutual of Omaha, through Roberts & Reimers, N. Y., sponsoring ten-minute segment of *Ted Steel Show*, Mon.-Fri., and Borden Co., through Young & Rubicam, N. Y., signs 13-week contract for nine weekly participations in same show; Caryl Richards Permanent Wave, through Emerson-Rogers, N. Y., weekly quarter hour.

New sponsors for Barry Gray post-midnight show include: Best Foods (Old Homestead salad dressing), through Benton & Bowles, N. Y.; Spain & Spain Furriers, direct; Master Yogurt, through Peck Adv., N. Y.; Dexter Motors; Mars Television, through Lester Harrison, N. Y., and Show-of-the-Month Club, direct.

Spot campaigns starting this month are: Dolcin Corp. (Kedrin), through Victor Vander Linde Co., 20 spots per week; River Brand Rice Mills, through Donahue & Coe, N. Y.; American Safety Razor Co., through BBDO; Messing Bakeries, through Donahue & Coe; Florence Halpern Neckwear, direct; Lee Television, through Marfree Adv., N. Y.

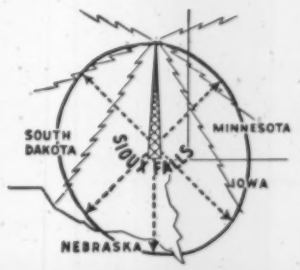
## Cost of Living

PRICES on television sets "generally" were lower in August than during the preceding month, the Bureau of Labor Statistics reported in a cost-of-living survey issued Sept. 21. The revised index of consumer prices, however, remained about 9% above the pre-Korea period and 185.5% of the 1935-1939 average, reflecting no change from the record mark set last July 15. Bureau said a drop in household furnishings and food items was more than offset by boosts in rents and tangible goods.


KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

KELO
SERVES AND SELLS
one of the
RICHEST FARM
MARKETS
IN THE NATION




NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.



RCA TUBES . . .

*The standard of comparison*

GOODBYE—
rectifier worries!

You are looking at two of the finest mercury-vapor rectifiers your money can buy. Both tubes have identical electrical characteristics. Both are famous for long, trouble-free service. RCA-872-A fits jumbo power tube sockets. RCA-8008 fits super-jumbo, heavy-duty sockets.

**Good-by service worries, too**

Your RCA Tube Distributor is set up to give you "top notch" service on broadcast tubes. For fast tube deliveries . . . and the latest technical data . . . call him. He's as near as your phone.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

Only ONE Station

DOMINATES

This

*Rich, Growing*

15-COUNTY MARKET

With

DRUG SALES

OF

$12,474,000*

*Sales Management, 1951 Survey of Buying Power

WSJS

*The Journal Sentinel Station*

AM-FM

WINSTON-SALEM

NBC Affiliate

Represented by HEADLEY-REED CO.


# allied arts

RAYMOND S. PERRY, general sales manager Federal Telephone & Radio Corp., Clifton, N. J., elected vice president and director.

STANDARD RATE & DATA, moves executive and publishing offices to 1740 N. Ridge Ave., Evanston, Ill. Company sales office will be maintained at 333 N. Michigan Ave., Chicago, headed by J. W. WILLIAMS.

JOHN J. GLAVIN, production manager Cinecolor Inc., L. A., to Five Star Productions, Hollywood (TV film commercials), as general manager. Mr. Glavin will supervise all color work in addition to handling the coordination of firm's five production departments.

ALEXIS THURN-TAXIS, director CBS-TV New York, released from his contract. He has returned to Hollywood to become assistant to Louis B. Mayer, formerly MGM executive in charge of production, who recently established Beverly Hills offices.

HAL TATE, who syndicates *Who's Talking* for radio and TV out of Chicago, father of boy, Martin, Sept. 12.

WAYNE OLIVER, field representative, western section, TV Authority, named west coast representative protem, replacing PETER PROUSE, who recently resigned to join Jack Douglas Productions, TV film producers [BROADCASTING • TELECASTING, Sept. 10]. Other protem appointments include that of HENRY REESE, member of TVA Board and AGMA executive group as field representative. Second field representative is expected to be named at a later date. All appointments become effective Oct. 1 Final approval of selections awaits decision of national board.

TERRY SOUTHARD, district manager Columbia Records Inc., named division manager in charge of greater New York, New Jersey, upstate New York and New England areas. BILL O'BOYLE, district manager, named division manager in charge of Middle Atlantic and Southeast areas. BILL NEILSEN, district manager, named division manager in charge of Middle West. PAUL PEPPIN, district manager, appointed division manager in charge of West Coast, Northwest, and Southwest.

R. RUSSELL PORTER resumes directorship of department of radio at U. of Denver. Mr. Porter returns after year's leave of absence to coordinate 25th anniversary of school's Social Science Foundation.

STANDARD RADIO TRANSCRIPTIONS SERVICES, N. Y., moves to new and larger offices at 444 Madison Ave., Suite 2008. Telephone: PLaza 3-4620.

## *Equipment . . .*

JOSEPH P. GILLIES, vice president-operations of government and industrial division and director of TV and radio division Philco Corp., Phila., appointed vice president and general manager of government and industrial division. WILLIAM J. PELTZ, manager of government and industrial operations, appointed vice president-operations of TV and radio division.

PENTRON Corp., Chicago (tape recorders), announces new duo-speed portable tape recorder. Recorder features new push button control. It is available with dual track or single track heads for broadcast use.

## *Technical . . .*

HOWARD LEPPLE, chief engineer WLWD (TV) Dayton, appointed TV engineering administrative assistant of Crosley Broadcasting Corp. He will coordinate technical phase of three TV stations (WLWD, WLWC Columbus, and WLWT Cincinnati), and new TV plant construction. J. M. MacDONALD appointed assistant technical director of Crosley. He will supervise AM, FM and TV activities, including Voice of America plant. LESTER STURGILL replaces Mr. Lepple at WLWD. CAL BOPP, chief engineer WLWT, to Crosley Mfg. Div., to work on color TV.

HARRY GRELCK appointed field supervisor in charge of field operations for NBC's New York Radio Technical Operations, succeeding MAX JACOBSON, who has transferred to Television Technical Operations [BROADCASTING • TELECASTING, Sept. 24].

Dr. PETER C. GOLDMARK, vice president in charge of engineering research and development, CBS Labs, and inventor of the CBS color television system, was one of recipients of Color Award for 1951 from Rahr Color Clinic on last Monday's *Margaret Arlen Program* on CBS-TV.

LIONEL WITTENBURG and HENRY SHEPPARD, WTCN-AM-TV Minneapolis, named assistant TV studio supervisors. They will assist JOHN M. SHERMAN, WTCN-TV technical director.

JERRY JOHNSON, chief engineer WTWN St. Johnsbury, Vt., father of daughter, Paula Suzanne.

DONALD PIKE and HERMAN FOLKERTS named studio supervisors NBC TV network.

## STATION BREAKS

### KSTP Makes Special Offer

KSTP Minneapolis-St. Paul announced last week that effective immediately it is offering non-guaranteed-time station breaks (20 seconds) with all standard contract provisions applying at 50% of the regular station break rates.

Miller C. Robertson, KSTP vice president in charge of sales, said, "This service is available in all time brackets, in any quantity or frequency desired, and is definitely not 'floating time'."


STEVE ALLEN DISCOVERS PENNSYLVANIA

Steve Allen, Star of CBS Songs for Sale, meets Betty Eileen McAllister—Mrs. America, 1950, and Marcella Marder—Mrs. Pennsylvania, 1951, both representing WARD. Steve lived in Johnstown and appreciates Keystone State Pulchritude and vice-versa.

TIMEBUYERS DISCOVER SALES RESULTS in Western Pennsylvania's **2nd** Largest Market and appreciate Johnstown's **FIRST** station. RATINGWISE, That is.

WARD JOHNSTOWN CBS WVAM ALTOONA

Represented by Weed and Company

## NLRB RULING
### On C-P-P in Puerto Rico

A UNIT of actors, actresses and narrators employed by the branch office of the Colgate-Palmolive-Peet Co. on its four Puerto Rico radio programs is appropriate for collective bargaining purposes, the National Labor Relations Board ruled last Tuesday.

The dispute involves the union, Gremio De Prensa, Radio y Teatro de Puerto Rico, which had requested the unit. The company contended the individuals are independent contractors and not employes within the meaning of the labor-management act. Only the firm's Puerto Rican branch office is involved.

In directing an election, NLRB bracketed in the unit "nonfixed" actors, sound effects men, emcees and a disc jockey but excluded commercial announcers, recorders and other employes. Election was directed within 30 days.

The employer advertises its products in Puerto Rico, according to the board, on four daily dramatic radio programs: *Fab Drama*, *Octagon Drama*, *Palmolive Theatre* and *Colgate Theatre*. Company maintains its own Radio Artists Department "to guarantee top talent," the board explained.

Some of the actors who appear on C-P-P programs also work for other sponsors and radio stations (not identified), but are precluded from appearing on any program sponsored by a direct competitor, it was explained.


Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives


**NATIONAL NIELSEN RATINGS**
**TOP RADIO PROGRAMS**

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK AUGUST 19-25, 1951
NIELSEN-RATING*

| Current Rank | Programs | Current Rating Homes % |
|---|---|---|
| EVENING, ONCE-A-WEEK (Average for All Programs) | | (3.8) |
| 1 | Arthur Godfrey's Scouts (CBS) | 6.9 |
| 2 | Romance (CBS) | 6.8 |
| 3 | F.B.I. in Peace and War (CBS) | 6.2 |
| 4 | Mr. and Mrs. North (CBS) | 6.1 |
| 5 | Gene Autry Show (CBS) | 6.1 |
| 6 | Big Town (NBC) | 6.1 |
| 7 | Dr. Christian (CBS) | 5.6 |
| 8 | Mr. District Attorney (ABC) | 5.5 |
| 9 | Screen Directors Playhouse (NBC) | 5.4 |
| 10 | Big Story (NBC) | 5.4 |
| EVENING, MULTI-WEEKLY (Average For All Programs) | | (2.1) |
| 1 | Lone Ranger (ABC) | 4.7 |
| 2 | One Man's Family (NBC) | 4.4 |
| 3 | News of the World (NBC) | 4.2 |
| WEEKDAY (Average For All Programs) | | (4.0) |
| 1 | Ma Perkins (CBS) | 7.5 |
| 2 | Our Gal, Sunday (CBS) | 7.4 |
| 3 | Romance of Helen Trent (CBS) | 7.3 |
| 4 | Big Sister (CBS) | 7.2 |
| 5 | Wendy Warren and the News (CBS) | 6.6 |
| 6 | Guiding Light (CBS) | 6.2 |
| 7 | Perry Mason (CBS) | 6.1 |
| 8 | Aunt Jenny (CBS) | 5.9 |
| 9 | Rosemary (CBS) | 5.8 |
| 10 | Arthur Godfrey (Ligg. & Myers) (CBS) | 5.5 |
| DAY, SUNDAY (Average For All Programs) | | (1.8) |
| 1 | True Detective Mysteries (MBS) | 3.8 |
| 2 | Martin Kane, Private Eye (NBC) | 3.6 |
| 3 | Sunday Morning Gatherin' (CBS) | 3.6 |
| DAY, SATURDAY (Average For All Programs) | | (4.1) |
| 1 | Grand Central Station (CBS) | 6.6 |
| 2 | Stars Over Hollywood (CBS) | 6.5 |
| 3 | Armstrong Theatre (CBS) | 6.0 |

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.
Copyright by A. C. Nielsen Co.

## Adams Named

JOHN ADAMS, chief engineer of of KFDX Wichita Falls, Tex., has been elected president of the National Assn. of Radio Engineers. Also elected are Bill Elkins, executive vice president; J. B. Edwards, treasurer, and Howard B. Culbertson, editor.

Mr. Adams

## Thomas Hargis

THOMAS HARGIS, radio news writer for the State Dept.'s Voice of America and former newspaperman, died Sept. 23 of a heart attack. He joined the VOA news desk in New York last May after a long career with papers in New York, Philadelphia and Camden, N. J.

NON-EXCLUSIVE cross-licensing patent agreement between Western Union Telegraph Co. and Western Electric Co., making inventions of each company available to the other, has been announced. Western Electric signed also for AT&T.

*Advertisement*

From where I sit *by* Joe Marsh

## Guess They Felt Pretty "Sheepish"

*My wife and I went to Central City Saturday for the football game and it was a top-notcher. But I began to wonder if it was worth the trouble when we got in a traffic jam coming home.*

Heavy traffic makes me mighty impatient. When I came to a side road that seemed to point towards the main highway, I turned onto it. This little road bumps along for maybe a mile, then fetches up short by the railroad —a dead end.

*So, I turned around and darned if there weren't twenty cars behind me! One driver had followed—figuring I knew a short cut—then a string of them swung after him, like sheep.*

From where I sit, there's no sense in just "following along." Whether it's choosing a road, a movie star, or what beverage to drink at mealtime, it's always better to make your own decisions. Personally, I often like a glass of beer with my dinner, but most of all, I like the freedom of making up my own mind about it!

Joe Marsh

*Copyright, 1951, United States Brewers Foundation*

CORRIDOR GROUP caught during NARTB District 10 session (seated, l to r): Ralph Evans, WHO Des Moines and WOC Davenport; Paul Loyet, WHO Des Moines; Paul Fry, KBON Omaha; Howard Peterson, KMA-KMTV Shenandoah-Omaha; Joe Hartenbower, KCMO Kansas City. Standing, George Kercher, Edward Petry Co.; George Smith, KFOR Lincoln; Bill Newens, KOIL Omaha; Robert K. Richards, NARTB; Greg Reesor, RCA Thesaurus.

DISTRICT 10 DELEGATION at Omaha (seated, l to r): Ralph Foster, KWTO Springfield; Frank Fogarty, WOW Omaha; Owen Saddler, KMTV (TV) Omaha; Henry Hook, KGLO Mason City. Standing, Don Kearney, ABC-TV; Chet Thomas, KXOK St. Louis; Cy Kaplan, World Broadcasting System; Ernest Saunders, WOC Davenport; Lew Van Nostrand, WMT Cedar Rapids; Don Davis, WHB Kansas City.

* * * * * * * * *

# NARTB DISTRICT 10

## Scores Educators' Radio-TV

INVASION of free enterprise by tax-supported institutions seeking to set up commercial radio and TV stations was condemned as "unfair competition and improper use of the taxpayers money," in a resolution adopted Tuesday by NARTB District 10, winding up its two-day meeting at the Hotel Blackstone, Omaha.

Such encroachments constitute "an attack upon freedom of the press, radio and television," the district charged. Officials of Iowa, Nebraska and Missouri are to be notified of the convention's action, as well as educators and U. S. government officials. The district called upon officials "where such invasions have occurred to provide for their seasonable termination."

As at most of the current series of district meetings, attendance ran ahead of last year—127 officially registered as compared to 121 at the district's convention a year ago.

President Harold E. Fellows, of NARTB, discussed industry problems at a question-answer session and gave a formal address on "Radio in an Expanding Economy" at a joint luncheon held Tuesday with the Omaha Ad Club (see story this issue).

William B. Quarton, District 10 director, presided at sessions. On the Resolutions Committee were Joe Hartenbower, KCMO Kansas City, chairman; Ken Gordon, KDTH Dubuque, and L. L. Hilliard, KOLT Scottsbluff.

Richard P. Doherty, NARTB employe-employer relations director, discussed management yardsticks and conducted a workshop on staff and employment problems. Carl Haverlin, BMI president, and Oliver Gramling, assistant general manager of Associated Press, addressed the meeting. Mr. Gramling showed the AP news film.

Other resolutions adopted by District 10 condemned attempts to break down radio's rate structure; thanked Omaha broadcasters and Knights of Ak-Sar-Ben for hospitality; congratulated President Fellows and NARTB staff on their work; voiced appreciation of address by Don Kearney, ABC-TV New York; approved BMI clinics; lauded work of BAB; opposed Benton legislation; urged setting aside of time for state association sessions during future district meetings; endorsed administration of Director Quarton.

### Richards Speaks

Robert K. Richards, NARTB public affairs director, told the delegates it was his conviction, based on NARTB studies and conferences with broadcasters, that the basic radio service must be news. He said development of sound local news coverage would lead to greater profit and prestige for stations. About 7% of station time is devoted to local news coverage, he estimated.

Mr. Kearney, speaking on spot TV programming, said the present program structure in daytime is built around feature films, home economics and interview shows, sports matinees and audience participations.

Local TV program costs could be kept within reasonable bounds, he said, by astute programming direction. In the evening on local time most program structures include sports shows, news, musical variety programs and "owl" movies, he said, with some late film periods having outstanding ratings. Mr. Kearney advised TV broadcasters to keep spot rates competitive with network rates.

Discussion at the TV panel session started with a query from W. H. Clark, KFSB Joplin, on the cost of running a TV station in a small market. Charles H. Tower, NARTB assistant employe-employer relations director, said NARTB studies indicated around a $1,000 daily minimum. He said NARTB had found in its latest TV cost study that a small group of TV stations were being operated under $200,000 a year, but not much under that figure.

Ralph Foster, KWTO Springfield, asked how long present-day cost estimates on TV would stand. He was told costs undoubtedly will increase. Owen Saddler, KMTV


W B M L

Macon, Georgia

*is proud to announce its affiliation with the*

National Broadcasting System

EFFECTIVE

September 30, 1951

WBML • WBML-FM

*Represented Nationally by*

THE HEADLEY-REED COMPANY



*In*

**Altoona, Pa.,**

*It's*

**ROY F. THOMPSON**

*and*

**WRTA**

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by

ROBERT MEEKER ASSOCIATES

Omaha, and Frank Fogarty, WOW-TV Omaha, answered other questions.

Asked about the Broadcast Measurement Bureau situation, NARTB President Fellows said about $112,000 is still owed, with NARTB to recover around $10,000. No further assessments will be made on NARTB members, he said.

Ed Breen, KVFD Fort Dodge, asked about the status of Broadcast Audience Measurement. Mr. Fellows said BAM is still alive but lack of industry endorsement has precluded any definite action thus far.

Chet Thomas, KXOK St. Louis, asked Mr. Fellows what NARTB is doing about the the Assn. of National Advertisers rate battle. Mr. Fellows said NARTB has kept out of active participation but declared the affiliate's committee is "very active." Later a resolution was adopted which condemned groups trying to depreciate the medium.

### Fellows Answers Questions

Replying to a query by George Higgins, KMBC Kansas City, about NARTB's attitude on state broadcasters associations, Mr. Fellows said state groups are highly important, particularly from the legislative standpoint. He endorsed their work "enthusiastically."

At the Broadcast Advertising Bureau clinic Tuesday afternoon William B. Ryan, BAB president, urged broadcasters to commit themselves now to BAB membership after BAB and NARTB are completely separated next April. He indicated BAB's budget next year will run between $350,000 and $400,000, with American Newspaper Publishers Assn. operating with a sales budget of around $1,250,000.

Members of the BAB panel were G. Pearson Ward, KTTS Springfield; Arden Swisher, KOIL Omaha; Lew Van Nostrand, WMT Cedar Rapids, and Richard W. Evans, KCMO Kansas City. Lee Hart, BAB assistant director, spoke on sales aids.

Col. George A. Duerr, Fifth Army information section headquarters, pointed to the importance of verifying facts in the case of military news.

**SIX-MAN SEGMENT of NARTB District 10 convention (seated, l to r): Harry Burke, KFAB Omaha; Arthur Church Jr. and George Higgins, KMBC Kansas City. Standing, Earl Dougherty, KXEO Mexico, Mo., Jerry Gill, Associated Press; Bill Stubblefield, Associated Program Service.**

* * *

**Registration**
**NARTB Dist. 10—Omaha**

Ackerley, Gene, KCOW Alliance; Ackerley, Gloria, KCOW; Aldridge, Mahlon, KFRU Columbia, Mo.; Alexander, John, KODY North Platte, Neb.; Allen, Hugh, Lang-Worth Feature Programs, New York; Alley, J. P. KGLO Mason City, Iowa; Anderson, Hap, KBON Omaha; Arkoff, Harold B., KMA Shenandoah, Iowa; Birr, Edwin W., WHB Kansas City, Mo.; Bliss, Everett, KCIM Carroll, Iowa; Breen, Ed, KVFD Fort Dodge, Iowa; Bremster, Lyle, KFAB Omaha; Burks, Harry, KFAB; Church, Arthur B. Jr., KMBC-KFRM Kansas City, Mo.; Clark, W. H., KFSB Joplin, Mo.; Cribb, Wayne W., KHMO Hannibal Mo.; Cunningham, P. H., KHMO; Daly, John, KDMO Carthage, Mo.; Davis, Don, WHB Kansas City, Mo.; DeMoss Lyle, WOW Omaha; Dillon Robert, KRNT Des Moines; Dietrich, Dirks, KCOM Sioux City, Iowa; Dooley, Robert, WOW; Dougherty, W. Earl, KXEO Mexico, Mo.

Ebener, Fred, WOW; Elliott, Paul M., KRNT; Evans, Ralph, WOC Davenport, Iowa; Evans, Richard W., KCMO-AM-FM; Farber, Al M., KCOG Centerville, Iowa; Farquhar, Burkett, WOI-AM-FM-TV Ames, Iowa; Fellows, H. E., NARTB, Flaherty, Gene, KSCJ Sioux City, Iowa; Fogarty, Frank, WOW; Foster, Ralph D., KWTO Springfield, Mo.; Freburg, Charles R., WOC-AM-TV; Fulton, Harold, WHO Des Moines; Fry, Paul, KBON; Gill, Jerry, AP, Omaha; Gordon, K. S., KDTH Dubuque, KDEC Decorah, Iowa; Gramling, Oliver, AP, New York.

Hagenah, Gus, Standard Radio, Chicago; Hamilton, Ray V., Blackburn-Hamilton Co.; Hardesty, Jack, NARTB; Harrison, Austin A., KSWM Joplin, Mo.; Hart, Lee, BAB New York; Hartenbower, E. K., KCMO-AM-FM; Hatchett, Wayne J., KJFJ Webster City, Iowa; Higgins, George J., KMBC; Hilliard, L. L., KOLT Scottsbluff, Neb.; Hoff, Carolyn, KOIL Omaha; Hook, H. B., KGLO; Horning, E. M., KSIB Creston, Ia.; Huber, E. J. (Mike), KTRI Sioux City, Iowa; Johnston, Winton H., WHB.

Kaplan, Cy, World Broadcasting System, New York; Kearney, Don L., ABC-TV Spot Sales, New York; Kennon, Leslie L., KWTO Springfield, Mo.; Kerrigan, Jack, WHO; Kilmer, Ken, KBOE Oskaloosa, Iowa; Koelker, Anthony J. KMA; LeGrand, F. J., KFRU Columbia, Mo.; Lenwell, LeRoy W., KBRL McCook, Neb.; Linehan, Edmund, Treasury Dept.; Long, Maury, BROADCASTING • TELECASTING; Loyet, Paul A., WHO; McDonough, Francis X., Dow, Lohnes & Albertson, Washington; McKenney, L. C., KDMO; McCord, J. I., KAYL Storm Lake, Iowa; Marlin, Al, Broadcast Music Inc., New York; Meier, Evans, WJAG Norfolk, Neb.; Mullin, Bob, U. S. Defense Bonds, Des Moines; Natale di, Joe, KODY; Neathery, Robert, KWPM West Plains, Mo.; Newens, William J., KOIL; Olson, Ray, WOW; Parker, Kenneth, SESAC New York; Peterson, Howard O., KMTV Omaha; Pontius, Don Robt. Meeker Assoc., Chicago; Quarton, William B., WMT Cedar Rapids, Iowa.

Rasmussen, L. G., KSWI-KFMX Council Bluffs, Iowa; Reeser, Gregory, RCA, Chicago; Richards, Robert K., NARTB; Saddler, Owen, KMTV; Sammons, Elizabeth, KSCJ; Sanders, Ernest C., WOC-AM-TV; Sharpe, Virgil, KOIL; Shaw, Bill, BROADCASTING • TELECASTING; Singer, Shel, KCOM; Skinner, Art, KASI Ames; Sloan, S. E. (Art) KXLW St. Louis; Smith, George X., KFOR Lincoln, Neb.; Stedry, Vernon, WJAG; Stine, Al, AP, Kansas City, Mo.; Stubblefield, Bill, Associated Program Service, New York; Suter, Bud, KGLO; Swisher, Arden, KOIL; Teich, W. J., KROS Clinton, Iowa; Thomas, C. L. (Chet), KXOK St. Louis; Thomas, Robert E., WJAG; Totten, Hal, KOKX Keokuk, Iowa; Tower, Charles H., NARTB.

Van Nostrand, Lew, WMT; Varnum, Walt, RCA, Kansas City; Volger, George J., KWPC-AM-FM Muscatine, Iowa; Walter, W. G., KOLT; Wagner, William D., WHO & WOC; Ward, G. Pearson, KTTS-AM-FM Springfield, Mo.; Wardell, J. Gordon, KGBX; Ware, Les, KXLW; Warin, Roger F., U. S. Defense Bonds, Des Moines; Welna, Dick, KBON; White, William P., KFJB Marshalltown, Iowa; Williams, C. Earl, KFNF Shenandoah, Iowa; Wilson, Bill, UP, Chicago; Wodlinger, Mark, WOC-AM-TV; Wood, Bill, KODY; Woods, W. W., WHO; Yenerich, William C., KGLO; Young, William, Lang-Worth, New York.

## WQAN SWITCH

### Denied by Initial Decision

SWITCH to 1450 kc from 630 kc was denied WQAN Scranton, Pa., in an initial decision by FCC Hearing Examiner Hugh B. Hutchison last week. The station had requested 250 w fulltime on 1450 kc. It is now operating with 500 w daytime only on 630 kc.

The examiner concluded the proposed operation would interfere objectionably with WPAM Pottsville, Pa., and would not cover as large an area as it now serves during the day. The proposed nighttime operation would not comply with FCC's standards of good engineering practice, he said. The decision stated WQAN would only serve 70% of Scranton's population at night under the proposed operation.


AM WEVD FM

**4 Reasons Why**

The foremost national and local advertisers use WEVD year after year to reach the vast

**Jewish Market of Metropolitan New York**

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19



**What does it take to be first?**

Among all Savannah Stations

**WSAV** is —FIRST in Total Audience Families (*BMB)

—FIRST in 3 to 5 Day-per-week Listening (*BMB)

—FIRST in 3 to 7 Day-per-week Listening (*BMB)

—FIRST in Number of Counties Covered (*BMB)

—FIRST in Total Audience in Every Competitor's BMB Area (Eliminating the 14 additional counties exclusive to WSAV)

—FIRST in the Hooper Area Survey

For a complete comparative analysis of all Savannah Media—get the full "Savannah Story"—from any Hollingbery man.

It's 630 in Savannah **WSAV**

A Disc Jockey...

*...that's a super salesman for any of his sponsors!*

**ED WILSON**

Sponsors love 300-pound Ed Wilson 'cause results just naturally make sponsors happy. A St. Louis jewelry chain has been happy with Ed 10 years—an auto agency, 8 years—a regional coffee, 9 years—a national mail order chain, 7 years.

Mornings at 7:30 and afternoons at 2:30; Ed turns on his resistance-withering sales pitch. It's over the back-fence stuff, but it sells . . . and sells!

*Globe-Democrat Tower Bldg.*
*Saint Louis*

KWK

*Representative*
*The* KATZ AGENCY


## New Business

*(Continued from page 16)*

& Baker Inc., Detroit, to handle advertising. TV will be used in national campaign.

**H. & L. BLOCK**, S. F. (sportswear manufacturer), appoints agency to handle its advertising. **MALCOLM DEWEES** is account executive.

**GOLDEN GATE FIELDS**, Albany, Calif. (racetrack), appoints Abbott-Kimball Co. of Calif., S. F. to handle advertising. **PAUL BROWNE** is account executive.

**CIA. DE MAQUINAS ELNA DE BRAZIL** names McCann-Erickson's office at Rio de Janeiro, Brazil, to handle Brazilian advertising of Swiss sewing machine.

**HAL COLLINS Co.**, Dallas (Bakers Hair Tonic), appoints Dallas office of Simmonds & Simmonds, to handle advertising. Radio will be used.

*THIS WEEK* magazine appoints Kenyon & Eckhardt, N. Y., to handle advertising.

**DAVID D. DONIGER & Co.**, N. Y. (McGregor Sportswear), names Grey Adv., N. Y., to handle its advertising.

**PHARMACO Inc.**, (Feen-A-Mint and Chooz) formerly with Duane Jones & Co., names Doherty, Clifford & Shenfield, N. Y. to handle its advertising .

**SERVEL Inc.**, Evansville, Ind. (refrigerators), appoints Ruthrauff & Ryan, to handle advertising.

**QUAKER OATS**, Chicago, names Price, Robinson & Frank, same city, to handle advertising on its flour and macaroni products effective Jan. 1. Radio and TV are used. **ROBERT EVERETT** is account executive.

**AUDICRAFT Inc.**, N. Y. (Loudspeakers), appoints Adrian E. Clark Adv., Long Island City, N. Y., to handle advertising.

**FEDERAL DEPARTMENT STORES** of Ohio appoints W. B. Doner & Co., Detroit, to handle radio and TV advertising for Cleveland stores.

**NOBLE PINE PRODUCTS**, Newark, N. J. (drug manufacturer) appoints R. T. O'Connell Co., N. Y., to handle advertising.

**AMERICANA ENTERPRISES Co.**, N. Y. (novelties), appoints Lancaster Adv., N. Y., to handle advertising for Howdy Doody ice cream and frozen novelty packages.

### *Adpeople . . .*

**JUDY WOMACK**, New York district sales manager Hunt Foods, named divisional sales manager for New York, Philadelphia, Baltimore and Washington. **CHESTER REGIS**, assistant New York district sales manager, named district sales manager. **FREDERICK SHOBE**, assistant district sales manager, Philadelphia, Baltimore, Washington, appointed district sales manager.

**ROBERT B. OSBURN**, Toni Co., Chicago, to Lever Bros. Co., N. Y., as assistant advertising brand manager of Lux toilet soap, Lux flakes and Silver Dust.

## FAIR COVERAGE

### Reported by Stations

WNAX Yankton, S. D., WHAS Louisville, Ky., WSAM Saginaw, Mich., KCRC Enid, Okla., and WGR Buffalo, N. Y., reported last week on their fair coverage and public service shows. WNAX originated 22 broadcasts from large tent in heart of Clay County (Iowa) Fair. Station reports that an estimated 10,000 persons attended "WNAX Radio Playhouse" during Fair week.

WHAS originated many local shows from "WHAS Big Top," tent seating about 350 people, at Kentucky State Fair. Station passed out 16-page souvenir booklets about WHAS personalities to Fairgoers. WHAS also presented entertainment while off the air during festivities. KCRC wrapped up three weeks of broadcasting public service events by placing second in parade during annual "run for land" into Cherokee Strip celebration. Station not only participated but broadcast on-the-spot coverage of event. Two previous weeks station broadcast coverage of Sooner State Dairy Show and County Fair.

WSAM aired 106 of its special "home" programs from specially built "radio home" at Saginaw County Fair. Station's exhibit was visual portion of WSAM's week long "radio special edition" observing National Home Week which fell during same dates as Fair. Door panels carried NBC identification, house number was station's frequency, 1400, and lamp post carried street sign reading "Radio Home Blvd. and Kilocycle Ave." WGR aired coverage of Erie County Fair for sixth consecutive year. Station originated large portion of local broadcasts from Fair grounds. It also serviced persons attending with public address system, paging and exhibitor commercial spots. All station talent visited fairgrounds once during event for entertaining and to autograph pictures for fans.

ARTURO TOSCANINI has returned to New York from Italy and is slated to open his broadcast season as conductor of NBC Symphony Orchestra Nov. 3.

## VOA DODGES ISSUES

### Rep. Hillings Charges

CHARGE that the Voice of America has failed to "meet the Russian charges head-on" and "tended to dodge issues raised by communist propaganda" was leveled last Monday by a Congressman newly returned from Europe.

Rep. Pat J. Hillings (R.-Calif.) told the Young Republican Club of the District of Columbia that many Voice listeners overseas also feel they are being propagandized by the U. S. State Dept. He urged VOA officials "take steps to debunk the false charges of the Reds whenever the occasion arises."


**immediate revenue produced with regional promotion campaigns**

**23** years of service to the broadcasting industry

*experienced sales personnel will sell community programs throughout your coverage area*

HJMC

**HOWARD J. McCOLLISTER Company**
MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

# programs promotion premiums

### PLATTER-CHATTER SHOW

WTAG Worcester, Mass., *Shirley and Pen*. Mon. through Fri. 5:05 p.m., started Sept. 14, starring Shirley Matson and Pen Brown. Stars and engineers dug up old carbon mike for show's premiere broadcast. Fun show features records and chatter.

### TOP PROMOTION

WIBW Topeka sending trade and advertising brochure with "snack tray" attached. Piece headed "Want to serve yourself more Kansas sales?" Inside has small green plastic "snack tray" saying "Hire WIBW to do the job for you smoothly, quickly, economically." Back page reports, "Here's proof that WIBW packs a powerful sales punch . . . 29 farm accounts have been on WIBW for a total of 206 years!" At bottom is list of advertisers.

### EDITORS SERIES

WIBC Indianapolis, 1:30, Sun., Sept. 30, started series *The Hometown Editor Speaks*. Station has invited 285 Indiana newspaper editors to participate on show, discussing problems in their home communities. Program primarily designed to better acquaint Hoosiers and newcomers with state.

### TEAR SHEET

KCBS San Francisco sending trade and advertisers large folding tear sheet based on newspapers and trade journal coverage of its new power increase. Piece headed "KCBS made news when it pulled the big switch!" Inside was clipping and pictures taken from many magazines, metropolitan dailies and weekly newspapers from coast-to-coast.

### 'KID'S DAY'

WTWN St. Johnsbury, Vt., as part of observance of National Kid's Day, Sept. 22, used staff of local high school students. Students appeared on shows, read commercials and were shown the typical day in a radio station.

### 'CRUSADE' SERIES

WRFD Worthington, Ohio, *Crusade for Freedom*, Sun. 3:30 p.m., series to create interest and enlist support of rural listeners to job being done by Radio Free Europe. Series created by Bob Geis, station's production manager was inspired by feature article about RFE appearing in Aug. 13 issue of BROADCASTING • TELECASTING. Program was introduced by Gov. Frank Lausche, who proclaimed September "Crusade for Freedom Month." Series dramatized facts gathered from RFE's operations telling how "through satire, ridicule and exposure, Radio Free Europe shows disintegration among Communist intruders and their puppets." Many local and national figures have appeared on show as guest speakers.

### SWEET PROMOTION

KTUL Tulsa, sending trade and advertisers small box of hard candy. Note atop candy says "The sweetest buy in radio . . . KTUL Tulsa." Hard peppermint candy has call letters and CBS affiliations imprinted on it.

### 'ROUTE 17'

WVOS Liberty, N. Y., in cooperation with two local newspapers launched campaign to compel state lawmakers to pass legislation for monies to reconstruct Route 17. Highway is main artery to vacation area and is rich source of much revenue. Traffic jams have been frequent and a great many accidents have been caused by the faulty road. Station used spot announcements, public service announcements and gave full support to printed petitions and newspaper articles. Campaign named "Stop Death on Route 17" solicited many post cards to be sent to lawmakers in Albany.

### PLUGS OPENING DANCE

WDVA Danville, Va., was sole advertising medium used in promotion of local "Tobacco Market Opening Dance." Station in cooperation with several local merchants informed public of affair. WDVA reports people flocked to events, traffic jams were heavy.

### CHAPEL FUNDS

TWO WLIB New York, Polish commentators, Natalie and Michael Kecki, recently turned over $2,500 in cash contributions to Carmalite Sisters of Yonkers, N. Y. It was collected so sisters could start construction of new chapel. Two commentators aired news of intention to build chapel at convent and funds started pouring in. At last report contributions were still coming.

### SCORE SCOOP

KSL Salt Lake City carried first broadcast interview with new Miss America, Colleen Hutchins, on her return to Utah. Station Program Director Ted Kimball flew to Denver and boarded plane that was carrying her home. When plane landed, Mr. Kimball handed engineers 15-minute tape recording. Recording units set up at airport fed tape by direct line back to station for immediate broadcast. Preceding tape release, Announcer Paul Royall climbed through baggage door with mike and got brief interview with Miss Hutchins before she left plane.

*Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.*


# ORSON WELLES IS BACK!

*"The Lives of Harry Lime"*

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York



## Sales Managers

Sales managers of stations everywhere are selling home builders and allied services with HOUSING HEADLINES . . . a 15-minute news commentary transcribed weekly in Washington. Contains vital information on home buying. how-to-do-it tips, popular feature interviews.

## Sell

Sell is what you can do with HOUSING HEADLINES. Here is a valuable "foot-in-the-door" to the $12 billion home building industry. Many stations are selling additional spots and programs once HOUSING HEADLINES has been presented.

## The

The public is intensely interested in news about housing. And home builders everywhere are interested in sponsoring this series. HOUSING HEADLINES is the builders' own show with news commentator John Batchelder to bring the latest information in a natural market.

## Home Building

Home building is one of America's biggest industries. Builders, contractors, suppliers, banks and building and loans spend vast sums yearly to reach the American public. HOUSING HEADLINES will help your station get it's share of this yearly advertising bonanza.

## Market

Market-wise advertisers will recognize the tremendous potential of HOUSING HEADLINES . . . a radio show that attracts and maintains audience appeal. The cost is low and includes free publicity and promotion for the sponsor. Sales managers . . . up your station's billings . . .

**with**

## "Housing Headlines"

*For complete information and audition discs write to . . .*

**RADIO DIRECTOR**
**National Association of Home Builders**
**1028 Connecticut Ave., N. W.**
**Washington, D. C.**

# NBC MYSTERY SERIES

## In Fall Plans

SERIES called *Mystery Nightcap*, to be broadcast 10-10:30 p.m. nightly, is being introduced into NBC's fall-winter program schedule as a magnet to attract a wide audience for the radio network's late-evening programs. NBC's theory is that everybody loves mysteries and that by 10 o'clock a lot of people are tired of television and ready to listen to a good radio program.

The mystery series was described as the "real news" in NBC's fall programming plans by John K. Herbert, vice president in charge of radio sales for NBC, who on Tuesday discussed with the advertising press the network's new program structure, which he called "as aggressive a line-up as NBC has ever put out."

"We're in business to do business," Mr. Herbert declared. "We're in the cost-per-thousand race in competition with newspapers, magazines and television," he said, stating that in justice to its stockholders, its affiliates and itself, NBC "can't overlook any way to get the advertiser the most for his money."

"We'll look at anything that will bring the advertiser a larger audience and the listener better programs," Mr. Herbert said. He cited the proposal that NBC sell announcements in its "chime time" as a new idea which was given thorough examination, adding that it was finally dropped as "not practicable at this time."

### NARTSR Denounces

When first broached to advertisers, this "chime time" plan was promptly and bitterly denounced by the National Assn. of Radio and Television Station Representatives as an unfair and unwarranted entry by NBC into a type of advertising which properly belongs to the stations [BROADCASTING • TELECASTING, Aug 6].

Running through NBC's evening and Sunday afternoon schedule (reproduced herewith), Mr. Herbert disclosed that 31 of the 53 half-hour periods are already sponsored and that those still unsold are priced attractively. Prices for the complete program packages range from $2,176 for *The Whisperer* at 5-5:30 p.m. Sundays to $8,820 for the 7-7:30 p.m. Sunday segment of *The Big Show*.

NBC's fall programs will be promoted with an extensive campaign of on-the-air and newspaper advertising, largest in the network's history, according to Jacob Evans, manager of the NBC radio network advertising and promotion department. Last year's campaign, he reported, had an overall value in excess of $12 million and this year's will be even larger.

Conducted cooperatively with NBC affiliated stations on a 50-50 basis, the 1951 campaign is being supported by 145 NBC stations, Mr. Evans said, including all the major market affiliates. A total of 750,000 lines of newspaper space is being used during September and October, with 6,000 lines appearing in the paper of each station's choosing. In addition to the block listings of commercial programs as part of the network's daily evening line-up, each sponsored network show will also be given a 160-line ad of its own.

The 145 cities in which the NBC newspaper ads will appear represent 87% of all major markets in the country, Mr. Evans said. "With many of the advertisements scheduled for more than one paper in these cities, I am positive that no other network can offer clients such consistent and substantial support in printed media."

Major part of the commercial program promotion will be provided by radio, Mr. Evans said, with the stars of the shows advertising them through announcements liberally spotted through NBC's chain break and sustaining program time. As an example, he pointed out that at the conclusion of each *Mystery Nightcap* broadcast the star of the following night's program will ask listeners to tune in his show, thus building up the 10 o'clock NBC listening habit.

The radio campaign, which began Sept. 1 and will continue through until the end of the year, includes more than 200 announcements for program sponsors each week. Two types of announcements are used: Inserts of 15 to 60 seconds in NBC sustaining programs and 5-second cues immediately preceding the network identification breaks. Proof of the effectiveness of such on-the-air advertising, Mr. Evans said, was given by BAB's 1949 report that 53% of radio audiences hear about other radio programs from radio itself.

Whole campaign, Mr. Evans stated, will be used on the slogan, "People Sell Better Than Paper," which also keynotes NBC's current trade paper advertising.

### Heavy Promotion

Charles R. Denny, NBC executive vice president, pointed out that while the 10 p.m. *Mystery Nightcap* series is being heavily promoted by NBC, the network this fall will have fewer than at present, but that it has scheduled them chiefly in the late evening hours. It was noted that Thursday, when the Lucky Strike *Hit Parade* program is broadcast at 10-10:30 p.m., is the only day in the week when a mystery is not aired at this time, but that it is not necessary to have one in this Thursday spot as it is preceded by three programs of that


NEWER THAN TELEVISION!

Sure, television's great . . . but in the Quad-Cities (Davenport, Iowa; Rock Island, Moline and East Moline, Illinois), all eyes are on a *brand new medium.* It's the only morning newspaper published *in* and *for* this $402,000,000 market — the new Morning Democrat. Together, the Morning Democrat and the evening Daily Times give you the most complete coverage of this rich, major market. It pays to put your product where the reception is always good!

PS: For a clearer picture, dial Jann & Kelley, Inc., National Representatives, The Morning Democrat, The Daily Times, The Sunday Democrat and Times. Published by Davenport Newspapers, Inc.

**SHOWING the enthusiasm that is the crux of the current Detroit radio promotion campaign are these members of the United Detroit Radio Committee as they look over new car cards (l to r): Hal Neal WXYZ; Wendell Parmalee, WWJ; Art Gloster, CKLW; Joyce Chapman, WJBK; Jim Quello, WJR; George Millar, WKMH; Ernie Holder, WEXL; Charles Stout, of the committee's agency, C. R. Stout Adv.**

type: *Mr. Keen, Dragnet* and *Counterspy*.

Concluding his presentation of the NBC fall radio line-up, Mr. Herbert declared: "This is a good year for radio. The feeling of a year ago that radio was dying and that maybe we'd better get out from under has now all changed. The pencil men who provide the facts on which the advertising decisions are based have figured out that radio's cost-per-thousand is such that it's a must buy today."

## Boost For Radio

UNITED Detroit Radio Committee has announced that material developed in campaign to sell radio will be available to other stations interested in conducting similar campaign. Drive is built around slogan, "Wherever You Go, There's Radio" [BROADCASTING • TELECASTING, Sept. 17]. Kit available includes ad mats, mailing pieces, spot copy plus details how UDRC launched Motor City campaign. For information contact committee, Room 1316 Penobscot Bldg., Detroit 26.

## Francis C. Heaney

FRANCIS C. HEANEY, 53, owner of Abbott Advertising, Chicago, was killed Tuesday when plane crashed near Cairo, Ill. He was commuting from a farm he owned in Mississippi to his home in West Chicago, Ill. He is survived by his wife, Sarah, of Glenn Road, N. J., and three daughters.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

# ROCHESTER

## AM Stations' Council Starts Fall Drive

FALL campaign of the six Rochester, N. Y., radio stations, designed to expand audiences and convince advertisers that radio is the best buy of all media, has been started under the banner of the local Radio Broadcast Management Council.

This local cooperative project has been a pioneer in the field, having been set in motion last winter [BROADCASTING • TELECASTING, Feb. 5]. It set up a pattern similar to that now followed by Detroit, Tulsa and other cities [BROADCASTING • TELECASTING, Aug. 27, Sept. 17, 24].

The autumn drive was launched in a series of civic talks by Jack Knabb, president of Jack Knabb Advertising Co. and public relations counsel for the council. Plans call for special programs at school assemblies, business organizations, clubs, PTA's and churches, with radio station tours for interested youngsters.

Executives, program managers, disc jockeys, sportscasters and other staff personnel are taking

Mr. Knabb

Mr. Wiig

part in the drive to build up radio interest and audiences. Participating stations are WARC, WHAM, WHEC, WRNY, WSAY and WVET. Managers of the six stations have met regularly since last winter, studying the Rochester radio situation and mapping campaign plans. Gunnar O. Wiig, manager of WHEC, is present chairman of the council.

Latest cooperative project centers around employment of the Pulse Inc. to make four 1951-52 home listening surveys and one out-of-home survey. Daily announcements over a two-week period on all stations and a 3 column-12 inch newspaper ad signed by the six stations in two dailies urged the public to welcome Pulse interviewers.

The council has named a special committee to handle all requests for free time for civil defense, Red Cross, Community Chest, Crusade for Freedom and many others. This joint effort aided materially in getting 5,000 applications for civil defense and putting the chest over the top.

Every noon the six stations broadcast a one-minute prayer. On three occasions the stations have sent out joint promotional material to sponsors, agencies and other potential timebuyers. Every day all stations broadcast hard-hitting spots telling timebuyers to "sell it by radio" and closing with this suggestion, "Ask any radio station for sales-getting facts."

"MOO-LA" Buys Your Cleansers in WISCONSIN

WKOW
helps you "clean up" in America's rich "Moo-La" land

Tell the story of your product where the sales potential is greatest. WKOW's powerful, concentrated coverage reaches your best customers, who want and need your product. Bossy's "Moo-La" . . . $500,000,000 worth . . . will buy a lot!

Represented by Headley-Reed Company

Use WKOW-CBS 1070 K.C.
WISCONSIN'S MOST POWERFUL RADIO STATION
No station in the state gives you greater coverage than WKOW, blanketing the capital and the prosperous counties in central and southern Wisconsin. That's why WKOW-CBS is Wisconsin's biggest advertising buy!

WKOW-CBS MADISON, WISCONSIN

**KDYL Hits the Bulls-eye For You**

With this sensational coordinated "bulls-eye" merchandising plan.

KDYL'S three-man merchandising staff uses this eye-catching display piece with your product attached to build displays of KDYL-advertised products in retail outlets.

*Write for details, or see your Blair man TODAY*

KDYL
NBC Network
SALT LAKE CITY, UTAH

National Representative: John Blair & Co.


# SCOTUS AGENDA

## *May Include Radio Cases*

WHETHER the Supreme Court will take up the questions of newspaper ownership and transitcasting may be known Oct. 8, the first "order" day after the justices resume high court sessions Oct. 1.

Both cases are before the court on requests for writs of *certiorari* —first on appeal by Scripps-Howard Radio, Inc. [BROADCASTING • TELECASTING, Sept 10, Aug. 13], the second on appeal by Washington Transit Radio Inc. (WWDC-FM), Capital Transit Co. and the District of Columbia Public Utilities Commission [BROADCASTING • TELECASTING, Aug. 13, June 18, 11].

*Lorain* (Ohio) *Journal*—which is appealing a U. S. District Court conviction under the monopoly laws for refusing to accept advertising from advertisers who used WEOL Elyria, Ohio [BROADCASTING • TELECASTING, Jan. 8]—will be heard in oral argument by the Court during the week of Oct. 15.

In a brief filed Sept. 19, the *Journal* set out its case for reversal of its conviction.

Of major interest to broadcasters is one of its basic premises: That WEOL is not engaged in interstate commerce.

*Journal* pleadings claimed that the FCC granted a license to WEOL as a local station, covering northern Ohio. It even included photostats of WEOL promotion and coverage maps to bolster that point.

Claiming that it is purely a local newspaper, the *Journal* denied the right of the government to convict it of a crime in interstate commerce. It did not take punitive action against national advertisers who might also have used WEOL, it pointed out.

It admitted that it did put local advertisers on the spot by refusing their advertisements if they used WEOL, but excused the practice as a matter of business survival, thusly:

**The Journal's refusal to publish ads of local users of WEOL was not an attempt to monopolize interstate commerce. . . . The Journal was not itself engaged in interstate commerce; hence it could not monopolize such commerce, particularly by local acts. Its refusal was a legitimate competitive weapon. Control of a local business situation is itself a property right; the use of such control is no more unfair than the use of superior size, greater efficiency, lower cost, better quality or any other selling argument which takes customers away from a business rival. The struggle for business survival is a selfish one; the Sherman Act does not enact into law a doctrinaire counsel of perfection. The right of a company to choose its customers is universally admitted and the government cannot police its use to favor and protect a so-called interstate rival.**

**As local ads are the chief source of revenue of a local radio station, the federal government when it licensed WEOL must have intended the latter to take away the Journal's advertisers to support itself. The Journal, however, was under no duty to fall in with these plans. A federally licensed radio station is not an arm of the government; the Sherman Act should not be utilized to guarantee the survival of the so-called interstate competitor; it is not to be used as a form of subsidy or insurance. The federal license launched the radio station to succeed or fail in the market place like any other company; refusals to deal which are legal under State law are not rendered illegal merely because used against the alleged interstate rival.**

### Interstate Concept

Attack on the interstate concept of radio broadcasting is contained in the following excerpt from the brief:

**The Journal not being engaged in interstate commerce the government must try to find it in WEOL, licensed for local broadcasting only. The government showing is an artificial and synthetic one only; WEOL is heard in Michigan; it buys canned records in California; it rebroadcasts out-of-state baseball and football games; it gets United Press news by teletype. The Government also seeks to eke out an interstate showing by resort to NLRB cases in the building trades industry, involving out-of-state purchases of materials. These analogies are valueless in the present case; the point is that WEOL asked and got a license to fill a local Ohio need. Every purchase it makes in Hollywood or New York is directed to that end, to serve its hearers in Ohio. Its Ohio advertisers do not advertise to have their ads heard in Michigan or . . . in Pennsylvania; they get no good out of transient evesdropping outside Ohio.**

## LIBERTY CHANGES

### Newsroom to New York

LIBERTY Broadcasting System changes were announced last week, including transfer of the network's main newsroom from Washington to New York.

John T. Flynn will be in charge of six newsmen in New York, which heretofore employed two men. The New York address is 509 Madison Ave.

Also announced was the transfer of John M. Dunnagan, head of the Washington LBS office, to the home office in Dallas. Mr. Dunnagan will serve in Dallas as vice president in charge of client relations.

## WGH Fashion Show

FALL "Fashion Preview," a concerted effort of Mildred Alexander, women's affairs director for WGH Newport News, Va., and 15 leading apparel shops in the Norfolk-Portsmouth-Newport News area, was reported a greater success this year than last [BROADCASTING • TELECASTING, Oct. 9, 1950]. In addition to presenting upcoming styles, it introduced "The 10 Best-Dressed Women of Tidewater," a WGH promotion, and it marked Mrs. Alexander's third year as women's director. Some 2,800 persons paid $1.30-and-up for each ticket and jammed Norfolk's City Auditorium. Last year 500 persons attended. All proceeds of this year's event went to Navy relief and to the local cerebral palsy clinic.

**Clebar**

**the stop watch of *split second accuracy***

#650

1/5 second timer for general timing, 7 jewels Clebar quality, non-magnetic, 30 minute register-start, stop and fly-back from crown.

**There is a Clebar stop watch for every precision timing purpose. Write for new FREE catalog which illustrates more than a score of models.**

**CLEBAR WATCH AGENCY**
**521 FIFTH AVENUE, NEW YORK 17**



**GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .**

**In POPULATION**

| | |
|---|---|
| GREENVILLE | 168,152 |
| Charleston | 164,856 |
| Columbia | 142,565 |

1—U. S. Census, 1950

MAKE IT YOURS WITH
**WFBC** 5000 WATTS
Basic Affiliate Station Greenville

NBC For the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

# TELECASTING


## AVAILABLE!!

*EVERY*

*SATURDAY NIGHT*

*6:30 - 7:00 PM*

"THE CISCO KID"
STARRING
DUNCAN RENALDO and LEO CARRILLO
(AS CISCO) (AS PANCHO)
Famous stars of Cisco Kid movies.
O'Henry's Famous Robin Hood of the Range!

Now Washington's most popular Saturday evening local program is available for sponsorship from 6:30-7:00 P.M. on WNBW.

Highly-rated, highly-popular, highly-positive to get your sales message across where it counts!

For complete details on a top local program that will SELL for you please contact your nearest NBC Spot Sales Office or call the WNBW Sales Department at REpublic 4000 TODAY!!

**WNBW**

Channel Four

NBC-TV IN WASHINGTON

**50 K. W. of radiated power from a tower 1,059 feet high, channel 2. Check this formula with any qualified TV engineer.**

**wsb-tv**
ON PEACHTREE STREET

# ....now the most powerful television station in Dixie

Thousands of square miles of territory—where no adequate television service had been provided before—now has been opened up.

Tens of thousands of prosperous Southern families—who never before enjoyed television in their homes—now have entered the WSB–TV market.

Set sales are booming. Circulation is going up at a dizzy pace.

A schedule of top-rated shows *plus* the proven know-how of the WSB–TV staff combine with this tremendous new power to give you a golden sales opportunity.

Call, write or wire us or your Petry man at once. WSB–TV ON PEACHTREE STREET, ATLANTA.

Affiliated with The Atlanta Journal and The Atlanta Constitution. Represented by Edw. Petry & Co., Inc.

National Press Bldg.
Washington 4, D. C.

OCTOBER 1, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

TELECASTING

# WLTV ON AS 108TH STATION

## WSB-TV Atlanta Now Ch. 2

THE 108th television station was poised to take the air yesterday (Sunday) in Atlanta, first addition to the nation's video spectrum in a year.

Sept. 30 will go down in Atlanta's history as TV moving day. These events were listed:

● WSB-TV — Switch from Channel 8 to 2, using 1,062-foot tower originally built for the former *Atlanta Constitution's* projected outlet, WCON-TV. Power increased to 50 kw radiated.

● WLTV — First program scheduled yesterday from former WSB-TV transmitter. New station operated by Broadcasting Inc.

● WAGA-TV—Continued operation on Channel 5 under Fort Industry Co. ownership.

● Second AT&T network link ready.

Final details for the switch of WSB-TV to Channel 2 and sale of Channel 8 transmitting facilities to Broadcasting Inc. were settled late Wednesday in Atlanta. The transfer had been approved by the FCC Aug. 9 [BROADCASTING • TELECASTING, Aug. 13].

### Wilcox, Lane Sign

Signing the contract between Atlanta Newspapers Inc. (WSB) and Broadcasting Inc. were H. B. Wilcox, secretary-treasurer and a director of Atlanta Newspapers, and William T. Lane, vice president and general manager of the new station. Present at the signing for WSB-TV were J. Leonard Reinsch, in charge of the radio-TV properties of ex-Gov. James M. Cox, of Ohio, and Paul A. O'Bryan, of the law firm of Dow, Lohnes & Albertson. Mr. O'Bryan notified the FCC late Wednesday that negotiations had been officially completed.

Atlanta and a large area of the Southeast were in a state of TV animation last week as pre-transfer excitement spread rapidly.

WSB-TV began test-pattern operation Tuesday from the 1,062-foot tower with 50 kw radiated power. Using the old WCON-TV test pattern, WSB-TV called for reception reports and claimed that these reports came from all parts of an area extending more than 200 miles away from Atlanta. It asserted reliable pictures were being received in such spots as Savannah, Thomaston and other Georgia cities; Montgomery, Ala., and Greenville, S. C.

WLTV officials, under General Manager Lane, had been working weeks to get the station on the air by Sept. 30. Studios were set up in the old Constitution Bldg., where the discontinued WCON-AM-FM had headquartered.

Other key personnel at WLTV include Arch Ragan, general sales manager; Harvey J. Aderhold, technical director; Roger O. Van Duzer, program director; Ann Hucheson, traffic manager; Winifred C. Brown, manager of accounting department, and Madelinn Chace Haddox, director of promotion and public relations.

WLTV is operating as a television affiliate of ABC and also plans a film network schedule, expanding to live local productions before the end of the year.

**ARRANGEMENTS for representation of Broadcasting Inc.'s WLTV (TV) Atlanta, Ga., by Harrington, Righter & Parsons, television station representative, are concluded in that city. L to r: Jack Harrington, president of the station representative firm which headquarters in New York; Arch Ragan, sales director of WLTV, and William T. Lane, vice president and general manager of station.**

Broadcasting Inc. comprises a group of Atlanta business and civic leaders headed by Walter C. Sturdivant, owner of Montogmery Knitting Mills, Summerville, Ga. It negotiated last March for acquisition of WSB-TV equipment for use on Channel 8. Atlanta Newspapers Inc. had merged the *Atlanta Constitution* into its *Atlanta Journal*, thus having two TV facilities since WCON-TV was conducting program tests at the time for Channel 2 operation.

### Special Programs

Both WSB-TV and WLTV planned special inaugural programs for the Sunday switchover. A special WSB-TV feature was arranged for Saturday, with a TV camera mounted atop the 1,062-foot tower picking up the surrounding area.

Taking part in a Sunday breakfast staged by WSB-TV for special visitors were Mr. Reinsch and John M. Outler, Jr., general manager of the WSB stations. WLTV planned an afternoon debut.

Schedule for apportionment of the two AT&T network lines among the three stations will be worked out. WSB-TV is an NBC television affiliate with WAGA-TV having CBS and DuMont.

TV set manufacturers and distributors were moving sets into cities which the new WSB-TV signal was expected to reach for the first time.

# NETWORK GROSS

## Up Nearly Five-Fold in Aug.

TV network time sales are not only increasing but are doing so at an accelerated pace, according to figures released for publication today (Monday) by Publishers Information Bureau. PIB reports show the combined gross TV network time sales in August were more than five times as high as in the same month of last year, while the eight-month cumulative total for 1951 is only a little over four times the 1950 gross for the same period. While the comparison is not exactly due to the absence of DuMont figures for 1950, it appears likely that the addition of those figures would not greatly alter the picture.

Gross time sales for the previous seven months, January through July, were also tabulated by PIB.

**AUGUST GROSS TIME SALES**

| | Aug. 1951 | Aug. 1950 | Jan.-Aug. 1951 | Jan.-Aug. 1950 |
|---|---|---|---|---|
| ABC-TV | $1,444,593 | $ 265,421 | $11,174,614 | $ 2,402,902 |
| CBS-TV | 3,734,551 | 354,524 | 24,238,538 | 5,339,826 |
| DuMont | 763,071 | † | 4,468,996 | † |
| NBC-TV | 3,359,856 | 1,242,276 | 33,577,340 | 9,684,755 |
| Total | $9,302,071 | $1,862,221 | $73,459,488 | $17,427,483 |

†Figures for 1950 not available.

**REVISED GROSS SALES JANUARY-JULY**

| 1951 | ABC-TV | CBS-TV | DuM | NBC-TV | | ABC-TV | CBS-TV | DuM | NBC-TV |
|---|---|---|---|---|---|---|---|---|---|
| January | $1,328,719* | $2,601,165* | $435,527 | $4,178,222 | April | 1,432,319* | 2,906,891* | 574,025 | 4,758,309 |
| February | 1,254,851 | 2,600,339 | 406,079 | 3,949,360 | May | 1,385,901 | 3,066,249 | 622,646* | 4,946,338 |
| March | 1,539,470 | 2,993,902 | 457,811 | 4,654,063* | June | 1,437,593* | 2,900,782 | 564,478 | 4,244,240 |
| | | | | | July | 1,351,168* | 3,434,659 | 645,359 | 3,477,952* |

Revised as of September 25, 1951, and differing from those previously reported.

# WOW INC. SALE

### Meredith Purchase Approved

SALE of WOW-AM-TV Omaha to Meredith Publishing Co. for $2,525,000 [BROADCASTING • TELECASTING, Aug. 13] was approved by the FCC last week.

Grant of the purchase to the Des Moines magazine publisher *(Better Homes & Gardens* and *Successful Farming)* gives it 100% stock ownership of licensee Radio Station WOW Inc. Meredith also owns WHEN (TV) Syracuse and is a TV applicant for Albany and Rochester, N. Y.

The Omaha radio and TV stations were bought from Ambassador to Ireland Francis P. Matthews (ex-Secretary of the Navy) and six other stockholders. The stock will be owned by Meredith Engineering Co., a subsidiary of the publishing company.

#### Consolidated Application

Request by Connecticut Radio Foundation Inc. for UHF frequencies 746-752 mc at New Haven, instead of Channel 12 at Waterbury, leaves Nutmeg State Broadcasting Co. as only applicant for sole channel in that city (proposed to be UHF Channel 53 by the FCC).

Nutmeg State Broadcasting Co. was formed by WBRY, WATR and the *Danbury News-Times* several years ago in a consolidation of their individual applications. Danbury newspaper is owned by James B. Lee of the Lee Hat Company, which last week asked the FCC for approval to buy WLAD in Danbury [BROADCASTING • TELECASTING, Sept. 24].

Withdrawal of *Danbury News-Times* from the triumvirate will be announced soon, it is understood. At that time, both WBRY and WATR will sever their relationship and compete with each other for the single channel in Waterbury.

Only TV application up to Thursday was for Quincy, Ill., from WGEM for Channel 10. It plans to spend $394,750 for construction, $93,000 a year for operations. It is affiliated with the *Quincy Herald Whig*.

# JAEGER TO PROCKTER

### Will Be V. P.-Gen. Mgr.

ANDEW P. JAEGER, who has resigned as director of DuMont Television Network film operations, has been appointed vice president and general manager of Prockter Syndications International, New York, President Paul White announced Tuesday.

Prockter Syndications, planned for over a year, will handle programs for foreign and domestic distribution to TV stations and local advertisers. The new organization also will sell a limited number of specialized theatrical features and transcribed series for motion picture and radio markets.

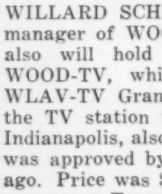
PLANS to promote UHF were formulated at a meeting Sept. 21 at WAVZ New Haven, Conn. Daniel W. Kops (l, at mike), WAVZ vice president and general manager, outlined proposals for cooperation between broadcasters and television distributors. Seated (l to r) are Lynne C. Smeby, former director of engineering at NAB (now NARTB); Victor W. Knauth, WAVZ president, and Glen McDaniel, president, Radio-Television Mfrs. Assn. All spoke on the program.

# WOOD-TV STAFF

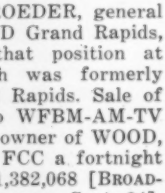
### Schroeder Will Manage

WILLARD SCHROEDER, general manager of WOOD Grand Rapids, also will hold that position at WOOD-TV, which was formerly WLAV-TV Grand Rapids. Sale of the TV station to WFBM-AM-TV Indianapolis, also owner of WOOD, was approved by FCC a fortnight ago. Price was $1,382,068 [BROADCASTING • TELECASTING, Sept. 24].

Hy Steed, who has been general manager of the WLAV stations, continues to manage WLAV-AM-



Mr. Bitner Sr.



Mr. Bitner Jr.

FM. These stations have been retained by Leonard A. Versluis.

WLAV-TV was purchased from Mr. Versluis by the Grandwood Broadcasting Co., owned entirely by WFBM Inc. Major stockholders of WFBM Inc. are Harry M. Bitner Sr., president of Grandwood, and Harry M. Bitner Jr., vice president of Grandwood and general manager of WFBM-AM-TV. They also own WEOA Evansville and are 50% of Trebit Corp., licensee of WFDF Flint, Mich.

The Bitner group announced that the present WOOD staff will assume TV responsibilities in addition to their radio duties. Employes of the former WLAV-TV who wish to move to WOOD-TV will be employed by the company wherever practicable, it was said.

# XELD-TV Affiliates

XELD-TV in Matamores, Mexico, has affiliated with ABC-TV and NBC-TV to become the networks' first foreign TV member. XELD-TV is also a CBS-TV affiliate.

# STANTON, McAVITY

### Promoted by NBC-TV

CARL M. STANTON, director of talent and program procurement for NBC-TV, has been named director of commercial program planning for the network, it was announced last week by Frederic W. Wile Jr., vice president in charge of television production.

Expansion of NBC-TV network schedule during coming fall-winter season from early morning to late night, plus full weekend programming, requires assignment of a top executive full time in the plans area, Mr. Wile explained. Mr. Stanton's successor will be named shortly.

Thomas A. McAvity has been named to succeed Mr. Stanton as director of talent and program procurement. After familiarizing himself with NBC-TV operations in the East, he will make his headquarters in New York.

Recently a production supervisor with CBS, Mr. McAvity helped inaugurate the *Bob Hope Show* for Pepsodent and, as a free-lance producer-director, he produced *Corliss Archer, The Hardy Family, The Saint, The Joan Davis Show,* and *The Sealtest Program.* He rejoins NBC on the anniversary of his leaving it, Oct. 8.

# Curtis Backs Show

CURTIS PUBLISHING Co., Philadelphia *(Saturday Evening Post, Holiday, Ladies Homes Journal)* will sponsor a new television program packaged by Lawrence E. Spivak-Martha Rountree and called *Keep Posted* starting Oct. 9 on the full DuMont network, Tuesdays, 8:30-9 p.m. Mr. Spivak and Miss Rountree will be the moderators on the program which will discuss current events and vital issues of the day. BBDO, New York, is the agency. Curtis during the summer had sponsored TV version of *Meet the Press* on NBC-TV, Tuesdays, 8:30 p.m., but released time when *Texaco Star Theatre* returned.

# NBC NEWSREEL

### Expands to Daily Service

FULLY-SCORED daily newsreel will be offered to television stations by NBC, Francis C. McCall, director of TV news and special events, announced last week.

Covering some 40 stories per week, the 16mm film will run for 7½ minutes and will be accompanied by cued scripts and spot sheets. To continue coverage through delivery time, NBC-TV newsroom in New York will wire script revisions each day to subscribing stations.

Films will be scored with on-the-spot words and sounds, narration, and music, but local stations may run them as silents or can splice in local news, commentary, and commercials.

Daily newsreel will be supplied by more than 100 NBC cameramen stationed throughout the world, by foreign film services, and by special photographer-correspondents like Charlie and Gene Jones, whose celebrated coverage of the Korean war, midwest floods, West Point sports scandal, Robert Vogeler, and Marshall Tito have helped record recent history.

Rights to the daily newsreel will be handled by John Cron, head of NBC film syndication division.

The same NBC department also offers a weekly sports reel, covering biggest stories in athletics on a world-wide basis as well as interviews with sports figures and features. The fully-scored reel will be narrated — when necessary — by Clem McCarthy, Rad Hall, Peter Roberts, Don Goddard, and Bob Wilson. One recent sports reel included interviews with Sugar Ray Robinson and Randy Turpin, coverage of the Antique Auto Race from Chicago to New York, a report on Florence Chadwick's 2-way Channel swim, and baseball highlights.

# HOLLYWOOD NEWS

### Screen Gems Plans Series

A MOTION picture TV news service is being offered local TV stations and advertisers by Screen Gems, embodied in a quarter-hour weekly *Hollywood Newsreel* which will be distributed regularly starting in November, Will Baltin, TV sales manager, has announced. An audition print of the first film of the series, presenting views of Dean Martin and Jerry Lewis, Ethel Barrymore, Joan Crawford, Ken Murray, Jane Wyman, Roy Rogers, Edgar Bergen and other top personalities, will be sent this week to each TV station, Mr. Baltin said. He added that advertisers and agencies are being notified that these prints are available at the stations.

Screen Gems has signed a five-year contract with Erman Pessis, veteran Hollywood publicist and producer, to produce the weekly newsreel. Handled on a spot news basis, the quarter-hour film flows directly to the subscribing stations from Hollywood for immediate telecasting.

# MOVIES' PLACE IN TV

## Wolfson Tells TOA

SOME 800 delegates to the Theatre Owners of America convention in New York last week were admonished to expand into both the broadcast television and theatre TV fields, but to waste no worry on home "subscription" television.

The admonition was contained in a report delivered Wednesday by TOA's TV Committee Chairman Mitchell Wolfson, co-owner of the Wometco theatre chain in Florida and of its WTVJ (TV) Miami, who two days earlier was elected TOA president for the coming year.

Mr. Wolfson

Mr. Wolfson's committee report hewed generally to the lines laid down in his preview for newsmen two weeks ago: That broadcast television and the theatres, though competitors, "can survive and prosper together"; that theatre owners generally are well qualified to, and should, ally themselves with both broadcast and theatre TV, and that theatre television as an adjunct to regular motion pictures holds vast possibilities for expanding the public's entertainment, educational and cultural fare [BROADCASTING • TELECASTING, Sept. 17].

But the committee wrote off subscription video as a cause for no alarm to theatre men. Mentioning Phonevision, Skiatron ("Subscriber-Vision"), and Telemetering, Mr. Wolfson said:

### Notes Evidence Lack

"These three devices are obviously merely methods of distribution of a toll service into the home . . . There is thus far no evidence that they are commercially feasible. Also, the subscription schemes run into other problems."

Among "other problems" he listed "a serious question" whether regular broadcast channels may be assigned to "this limited type of toll service," and whether FCC would make such an assignment in any case.

"In the foreseeable future it is clear that there will be an acute shortage of television channels in markets where any subscription television system would hold forth commercial promise," Mr. Wolfson continued. "For that reason alone I cannot believe there is much likelihood of such a service being permitted. That reason together with the many other problems a toll home service would face makes it seem impossible that we need now be concerned about that type of television development."

Election of Mr. Wolfson as TOA president was seen by observers as an indication of the membership's clear-cut interest in television, which was also evidenced in other sessions as well as in the fact that the TV report drew the largest attendance of all reports. Theatre TV especially drew the spotlight.

Harry Brandt, head of the Brandt Theatre circuit, said theatre television "is the greatest thing that has happened to the theatre since sound."

The concessions committee, headed by Harold J. Fitzgerald of Milwaukee, recognized theatre TV's collateral possibilities by recommending "that prior to a television event, the full house lights be on, with appropriate music, and that 20 minutes be devoted to aisle-vending in order to offset any concession loss during the evening. If the lobby price for a commodity is, for example, 22 cents, it is suggested that the aisle-vending price be 25 cents. This obviously would save time in making change, etc."

Samuel Pinanski of Boston, retiring TOA president, extended on behalf of the "Movietime USA" committee the thanks of TOA to CBS and Lever Bros. for their Sept. 24 program hailing the movie industry. At the same time Mr. Pinanski urged theatres to use large space which is being bought nationally in newspapers, "as a means of obtaining better relations in the editorial departments of the newspapers."

He also suggested that radio, TV and press interviews be arranged for promotion of the industry locally.

"Use the (movie) personalities on television whenever you have some who are not forbidden to appear on this medium," he advised. In another speech Mr. Pinanski took occasion to defend theatre TV against "the loose talk and ill-considered statements" protesting the closed-circuiting of prize-fights to theatres. The fights, he emphasized, are private property and the promoter cannot be compelled either to give them free to the public or to sell them "to any one class of purchaser as against another."

### TOA Leads Way

Alfred Starr of Nashville, Tenn., pointed out in his keynote speech that "TOA has consistently worked for exhibitors and for the motion picture industry" in the TV field. It was TOA, he said, which "spearheaded the industry's drive for theatre television." TOA also has "consistently urged that television produce its own pictures separately and apart from those produced for motion picture theatres," he added.

He also paid tribute to the work done for the industry by Cohn & Marks, Washington radio-TV law firm, and Jansky & Bailey, Washington radio-TV consulting engineering firm, as legal and engineering counsel, respectively, in connection with the pending theatre-TV case before the FCC.

Marcus Cohn of Cohn & Marks brought the conventioners up to date on TV legal questions following Mr. Wolfson's presentation of

*(Continued on page 89)*

## TV UPS GATE

### For Houston Ball Club

BOX OFFICE of the Houston Baseball Club hasn't suffered because of TV, which carried about one third of its home games this year on KPRC-TV. In fact, attendance was higher on nights games were televised than on other nights.

An article in the *Houston Post*, owner of KPRC-TV, noted the Houston club permitted more telecasts than any other team in the Texas League, yet was the only club to show an attendance increase over last year. The average attendance at 23 games televised was 318 *more* paid customers than the average non-televised game.

Jack Harris, KPRC-TV general manager, pointed out, "if the attraction is what fans want, they will be in the ball park." The weather, class of competition and pitcher named all figure in the park attendance, he said. Two of the top crowds of the year—11,252 and 10,271—packed the stadium on nights when the games were televised.

# FAIR TRADE PRACTICES

## FTC Confers Again

COLOR TV again emerged as a highlight of government-industry deliberations last week on proposed fair trade practices for the radio-TV manufacturing industry.

The setting was the second industry conference called by the Federal Trade Commission to promulgate rules for the industry. Sessions were held in Washington Wednesday through Friday. A third conference tentatively was set for later this year.

The meetings were held over the objections of the Radio-Television Mfrs. Assn. and the National Appliance and Radio Dealers Assn., both of which had requested postponements to study further a proposed FTC draft on suggested rules.

### Color TV Issue

The color TV issue arose both Wednesday and Thursday, stemming from controversy over suggested recommendations governing the advertisements of adapters and converters.

A surprise proposal was offered by American Television Inc. which urged adoption of a rule that would, in effect, prohibit radio-TV receiver manufacturers from owning broadcast stations. There was little enthusiasm for this recommendation, promulgated as a so-called "anti-monopoly" measure aimed at the munificent ad budgets of the larger firms.

Presiding over the sessions for FTC were Paul Butz, attorney, Trade Practices Conference Bureau; James Horton, director, Bureau of Industry Cooperation, and P. B. Morehouse, assistant director of BIC and chief of TPCB.

RTMA was represented by Glen McDaniel, RTMA president; James Secrest, general manager; John W. Van Allen, general counsel, and Ray Donaldson, attorney.

FTC Chairman James Mead welcomed industry members, stressing, "We do not seek to impose additional restrictions on your business but only clear the air."

Trade practice rules have proved beneficial to all industries and are bound to result in "greater confidence" in the industry, he stated.

Mr. McDaniel cited the "difficulties" under which RTMA participated and stressed the complexities of color TV in writing proposed rules. Color TV is both an economic and merchandising problem, he explained. Industry members, he added, have had only three weeks to study the proposed FTC draft and they need more time. He suggested a third conference.

Mr. Morehouse replied that with some 12,000 invitations out a postponement was not feasible.

Emphasizing RTMA was unable to speak for its membership because of lack of deliberation, Mr. McDaniel stated there are many new clauses in the draft with "no applications to any known practices in the industry."

### Only Eight Comment

Only eight of some 330 members have commented to RTMA on the overall FTC rules, he noted.

Mr. Daniel was supported in his request for a third conference by Mort Farr, who heads the National Appliance and Radio Dealers Assn. The National Electronics Dealers Assn. also suggested sessions be deferred after reasonable discussion.

The initial proposal of American Television Inc., offered by U. A. Sanabria, was a suggested "floor" on quality of sets, with particular emphasis on "fidelity and contrast."

Mr. McDaniel promptly protested the suggestion, claiming it would set the principle of the federal government establishing standards for TV sets.

Mr. Butz doubted FTC would move into the quality field. He explained the commission is inter-

*(Continued on page 89)*

# ALLOCATIONS

## FCC Receives Initial Rebuttals

FIRST REBUTTALS to oppositions came into the FCC last week, as the number of filings in the "paper" hearing procedure reached 613, with 163 filed last week.

Rebuttals were due Sept. 25 for cities in the New England and Central Atlantic States. Due Sept. 24 were the affirmative filings for such cities as Des Moines, Kansas City, Milwaukee, Minneapolis-St. Paul, Omaha and St. Louis.

Oppositions to the request for oral hearing by Cornell U.'s WHCU Ithaca [BROADCASTING • TELECASTING, Sept. 24] were filed by WWNY Watertown, N. Y., and Buffalo stations WGR and WKBW as well as the *Buffalo Courier Express*.

Sample of the "oppositions to oppositions" was that filed by Steinman stations' WGAL-TV Lancaster and WDEL-TV Wilmington to Philadelphia groups' proposal for putting Channel 12 back in the Quaker city.

It disparaged the Philadelphia plan as "retrogression to an abandoned policy," referring to the FCC's determination not to use directional antennas or what it called "sub-standard powers."

CBS also filed counter-oppositions to 11 entities which filed proposals in conflict with its recommendations regarding Boston. Most of it was on engineering grounds. But, alluding to the proposals by Lowell Institute of Cooperative Broadcasting Council and U. of New Hampshire favoring the FCC-recommended reservation of channels in Boston and Durham (involved in CBS's plan for Boston), CBS pointed out that neither:

(1) Had done anything to advance their TV plans since their first comments last May, and (2) had undertaken to study the possibilities of UHF, as had the New York State Board of Regents which accepted UHF for Buffalo and Rochester after first demanding VHF channels there [BROADCASTING • TELECASTING, Sept. 10].

All Kansas City stations got together with a plan to put four VHF channels back into that city —FCC proposes only three, with one already occupied by WDAF-TV and the other reserved for educational telecasting. Kansas City plan was filed in the form of a three-part proposal.

**'Partial Commercialization'**

Indications that some educational institutions want an out from purely non-commercial TV operation was contained in a proposal by the U. of Missouri for "partial commercialization."

Non-profit operation, with network affiliation for entertainment programs, was urged by Lester E. Cox, chairman of the Radio Committee, Board of Curators. He was supported by Stephens College President Homer P. Rainey.

FCC proposes to reserve Channel 8 at Columbia, Mo., for non-commercial, educational TV. Mr. Cox warned that unless FCC acceded to its plea for non-profit operation, it "would have no alternative" but to apply for a full commercial station. This would mean opposing KFRU, which already has objected to the "partial commercialization" plan of the university.

Construction costs can be financed by the university, Mr. Cox said, revealing that it has $350,000 for that purpose. But operating expenses are another matter, he declared.

Operation the university has in mind, Mr. Cox submitted, would involve "interspersing" commercial program between educational programs "so that there would be no long sustained periods of either commercial programs or educational programs."

Fancy packaging by Milwaukee Educators' Committee on Television caught eyes of FCC staff. Cutout of TV screen on cover of its document stressed the title of the pleading: "Milwaukee Needs Educational Television!"

With the help of WTMJ-TV the Milwaukee committee said it had figured that an educational TV station could be built for $836,525—including $500,000 for a building. Operating costs should run $50,000 a year for programming, $161,772 for personnel (with general manager at $7,800), and $77,305 per year for equipment.

# UHF TESTS

### Outlined by Greig

WORTH of UHF experimental TV station requested by WHUM Reading, Pa., was described last week by Humboldt J. Greig, president and general manager.

WHUM applied for $500,000 experimental TV last August, with grant being opposed last week by WEEU of the same city. WEEU argued that the grant might be considered a means of getting around the TV freeze [BROADCASTING • TELECASTING, Sept. 24, Aug. 20].

Powers of 200 kw requested will be proved out through use of General Electric klystron tube, a prototype of which should be ready in March 1952. It will cost 30 cents an hour to operate. GE will not begin commercial production of klystrons until December 1952, then only about 12 a year, he revealed.

Problems of getting UHF up 1,050-ft tower will be overcome by using an aluminum wave guide developed by GE. It will be 1,200 ft. long 8x16-in. in diameter, should prove 86.6% effective, Mr. Greig explained. A 6-in. coaxial cable would be only 56% effective, he said.

He said he plans to build the tower atop 1,650-ft. Summit Mt., 22 miles north of Reading. He has some steel now, plans to prefabricate the tower in sections during the winter, he said, and could be on the air by late spring.

Line of sight from the mountain top is estimated at 71 miles, he declared. Wilmington, Del., might easily get signal, he thought, as well as Easton, Bethlehem, Williamston, Harrisburg, Lancaster, York, among other communities. Rough terrain should make it a good testing ground, he said.

Transmitter cost is estimated at $145,000, tower $125,000, building $40,000, miscellaneous $200,000.

Mr. Greig said he had pledges of cooperation from CBS, Philco and GE. He will use color transmissions, as well as black-and-white signals.

# NARTB TV CODE

### Reports to be Presented

PROJECTED television code of NARTB will be wrapped into one package for the first time at a meeting of the Television Program Standards Committee, to be held Tuesday-Wednesday at NARTB Washington headquarters.

Four subcommittees that have drafted sections of the document will submit their reports at the meeting, under chairmanship of Robert D. Swezey, WDSU-TV New Orleans. By Wednesday night the committee hopes to have in rough-draft shape a document that can be submitted to an Oct. 19 NARTB TV membership meeting to be held Oct. 19 at the Stevens Hotel, Chicago.

The 30-odd TV stations that are not members of NARTB have been notified of the Oct. 19 meeting. They have been invited to take out memberships and participate in the Chicago meeting, which may come up with a basic document that will set the TV pattern for years to come.

Subcommittee chairmen who have let the code-writing operation are: Subcommittee 1—advancement of education and culture, responsibility toward children, acceptability of program material, decency and decorum in production, Davidson Taylor, NBC, chairman; Subcommittee 2—treatment of news and public events, presentation of religion, community responsibility, presentation of controversial issues, Harold Hough, WBAP-TV Forth Worth, chairman; Subcommittee 3—advertising practices, Walter J. Damm, WTMJ-TV Milwaukee, chairman; Subcommittee 4, observance, Paul Raibourn, KTLA-TV Los Angeles, chairman.

The subcommittees have been working two months on the four sections of the code.

## Lubcke Consultant

HARRY R. LUBCKE is establishing offices as a TV consulting engineer in Hollywood. His practice will be restricted to "television engineering, electronics and the facilities for television program production." Offices are at 2443 Creston Way, Hollywood 28, Calif. Telephone: Hollywood 9-3266.

# MURDER CASES

### Video Joins Manhunt

BOSTON TV stations are joining police in attempt to close unsolved murder cases. WNAC-TV, in cooperation with the Massachusetts State Police, last Friday presented a special telecast clue hunt dealing with the Aug. 31 murder of State Trooper Alje M. Savela.

WBZ-TV this Friday will begin a weekly program entitled *Public Prosecutor*, which will review unsolved murders. Henry R. Silver, treasurer of the Cott Bottling Co., program sponsor, offers $500 to anyone who submits a clue or testimony resulting in the arrest and conviction of any person or persons guilty of a murder telecast on the *Public Prosecutor* program.

WRGB (TV) Schenectady has been credited with being instrumental in the arrest of a cattleman who was convicted Sept. 12 of murdering a New York State policeman last June. WRGB telecast a picture of the getaway truck and asked viewers to notify police if they had any information concerning the truck or its driver. After 11 telecasts, the suspect subsequently convicted was arrested. A state police captain said that the tip which aided investigators was supplied by persons who had seen the WRGB telecasts.

# CBS COLORCASTS

### Football Pickups Start

CBS Television started its college football color games Saturday with 11 affiliates scheduled to carry the pickups.

All but two were reported putting the games on the air.

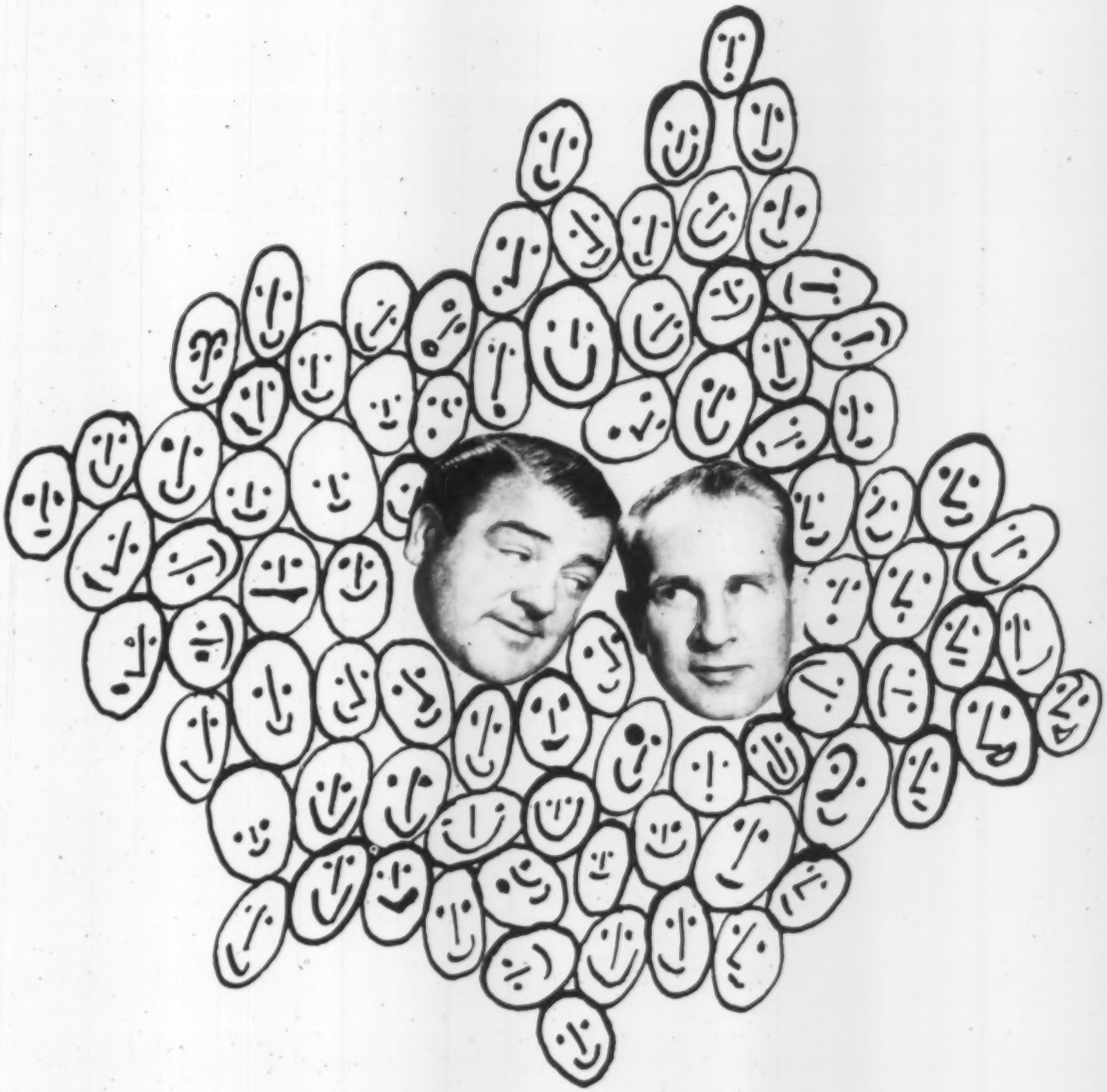
WTOP-TV Washington planned to close-circuit the games to the WTOP Assembly Room in the *Washington Post* Building. Station is 55% owned by the newspaper, 45% owned by CBS. It had originally planned to microwave the games to a recreation hall owned by the Christian Heurich Brewing Co., but network's contractual arrangements with the colleges forbade local sponsorship, said John S. Hayes, president and general manager of the station. WTOP-TV will broadcast in black-and-white Army-Navy-Marine-Air Force service games during that time, he said [BROADCASTING • TELECASTING, Sept. 17].

WMAR-TV Baltimore on Thursday was still planning to microwave the color games to a public place. It also still intended to pick up and rebroadcast WTOP-TV's service games, station said.

Following stations were scheduled to carry the full schedule: WCBS-TV New York, WCAU-TV Philadelphia, WEWS (TV) Cleveland, WJBK-TV Detroit, WHIO-TV Dayton, WBNS-TV Columbus, WKRC-TV Cincinnati.

WBKB Chicago skipped Saturday's California vs. Penn game, but will carry the rest. WNAC-TV Boston was set to carry "several" but not all.

* ARB, January '51 on NBC-TV



**ABBOTT AND COSTELLO**

the fabulous funsters with *21½ million* TV friends*

and believe it or not: for nine years running they've turned up consistently

in the ten biggest Hollywood box office hits now available on

**NBC** *television*

# COMPARATIVE NETWORK SHOWSHEET

TELECASTING

## SUNDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | Swanson Gen. Mills (alt. wks.) | | | General Foods Hopalong Cassidy F |
| 6:15 | | | | |
| 6:30 | Ted Mack Family Hour L (E-M) | Ronson Star of Family Hayes & Healy | | |
| 6:45 | | | | |
| 7:00 | Goodyear Paul Whiteman L (E-M) | Wrigley Gene Autry Show | | Chesterfield Show Liggett & Myers Tobacco |
| 7:15 | | | | |
| 7:30 | *Music in Velvet* | American Tobacco This Is Show Business | | General Fds. Young Mr. Button |
| 7:45 | | | | |
| 8:00 | *Hollywood Adventure Time* | Lincoln-Mercury Dealers Toast of the Town | | Colgate Comedy Hour |
| 8:15 | | | | |
| 8:30 | | | *Pentagon—Washington* | |
| 8:45 | | | | |
| 9:00 | *Film* | General Electric Fred Waring | Clorets Chlorophyll Gum Rockey King Detective | Philco Corp. Philco TV Playhouse |
| 9:15 | | | | |
| 9:30 | *Marshall Plan* | | Larus & Bro. Co. Plainclothes Man | |
| 9:45 | | | | |
| 10:00 | B. Graham Evan. Assn. B. Graham Religious Show L | B.F. Goodrich Celebrity Time | Crawford Clothes They Stand Accused | P&G Red Skelton Show L |
| 10:15 | | | | |
| 10:30 | Young People's Church Youth on the March L | Jules Montenier What's My Line | | Regent Cigs Leave It to the Girls L |
| 10:45 | | | | |
| 11:00 | | Norwich Sunday News Spec. | | |
| 11:15 PM | | | | |

## MONDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | | | | Co-op Cactus Jim L |
| 6:15 | | | | |
| 6:30 | Kellogg Space Cdt. | | | |
| 6:45 | *Jimmy Blaine* | | | |
| 7:00 | | | Gen. Foods Capt. Video | RCA Kukla, Fran & Ollie |
| 7:15 | | | | |
| 7:30 | Ironrite Hollywood Screen Test | GM-Oldsmobile News | | Mohawk Mohawk Show Room |
| 7:45 | | Chesterfield Perry Como | | Camel News Caravan L |
| 8:00 | Seiberling The Amazing Mr. Malone Bristol-Myers Mr. D. A. | Lever Lux Video Theatre | *Stage Entrance Earl Wilson* | Speidel P. Winchell J. Mahoney |
| 8:15 | | | | |
| 8:30 | *United Or Not?* | Lever-Lipton Godfrey's Talent Scouts | *Madame Liu Tsong* | Firestone Voice of Firestone L |
| 8:45 | | | | |
| 9:00 | *Paul Dixon Show* L (E-M) | P. Morris Lucille Ball Show 10/15 | Co-op Wrestling with Dennis James | Admiral Lights Out L |
| 9:15 | | | | |
| 9:30 | | Gen.Fds. Sanka It's News To Me | | Bymart S. Maugham Theatre alt. with American Tobacco Co. Robert Montgomery |
| 9:45 | | | | |
| 10:00 | *On Trial* L (E-M) | Westing-house Studio One | | |
| 10:15 | | | | |
| 10:30 | *Studs' Place* L (E-M) | | | Co-op Who Said That L |
| 10:45 | | | | |
| 11:00 | | Longines Chrono-scope | | |
| 11:15 PM | | | | |

## TUESDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | | | | Co-op Cactus Jim L |
| 6:15 | | | | |
| 6:30 | | | | |
| 6:45 | | | | |
| 7:00 | | | Gen. Foods Capt. Video | P&G Kukla, Fran & Ollie |
| 7:15 | *Carmel Myers Show* | | | |
| 7:30 | P&G | GM-Oldsmobile News | | Van Camp Little Show |
| 7:45 | Beulah | Fatima Stork Club | *Washington Report* | Camel News Caravan L |
| 8:00 | Mogen-David Wine Chas. Wild Private Detective L | *Frank Sinatra Show* | *Georgetown University Forum* | Texas Oil Co. Texaco Star Theatre |
| 8:15 | | | | |
| 8:30 | *What's On Your Mind?* L (E-M) | | *Johns Hopkins Science Review* | |
| 8:45 | | | | |
| 9:00 | *Q.E.D.* | Schick Inc. Crime Syndicated | Drug Store TV Prod. | P&G Fireside Theatre |
| 9:15 | | | | |
| 9:30 | Arnold Bakeries Life Begins at 80 | Electric Auto-Lite Suspense | Cosmo-politan Theatre | Armstrong Circle Theatre L |
| 9:45 | | | | |
| 10:00 | *Film* | Block Drug Danger | Co-op Hands of Destiny | P. Lorrillard Original Amateur Hour L |
| 10:15 | | | | |
| 10:30 | *Symphony* L | | | |
| 10:45 | | | | |
| 11:00 | | | | *Nick Kenny Show* L |
| 11:15 PM | | | | |

## WEDN

| | ABC | CBS |
|---|---|---|
| 6:00 PM | | |
| 6:15 | | |
| 6:30 | Kellogg Space Cdt. | |
| 6:45 | *Junior Edition* | |
| 7:00 | | |
| 7:15 | | |
| 7:30 | Bendix Chance of a Lifetime | GM-Oldsmobile News |
| 7:45 | | Chesterfield Perry Como |
| 8:00 | American Vitamin Assn. Frosty Frolics | Pillsbury Totti (alt.) Godfrey and His Friends |
| 8:15 | | |
| 8:30 | | Liggett & Myers Godfrey and His Friends |
| 8:45 | | |
| 9:00 | Philco Don McNeill (alt. TBA) | Colgate Strike It Rich |
| 9:15 | | |
| 9:30 | Co-op The Ruggles | P. Lorillard The Web |
| 9:45 | | |
| 10:00 | Celanese Corp. Celanese Theatre (alt. TBA) L | Pabst Sales Co. Pabst Blue Ribbon Bouts |
| 10:15 | | |
| 10:30 | | Genrl. Cigar Sports Spot |
| 10:45 | | |
| 11:00 | Co-op Wrestling L | Longines Chrono-scope |
| 11:15 PM | | |

## SUNDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 9:00 AM | | | | |
| 9:15 | | | | |
| 9:30 | | | | |
| 9:45 | | | | |
| 10:00 | | | | |
| 10:15 | | | | |
| 10:30 | | | | |
| 10:45 | | | | |
| 11:00 | | | | |
| 11:15 | | | | |
| 11:30 | *Soup Box Theatre* | | | |
| 11:45 | | | | |
| 12:00 N | R. Joe Inc. Ranger Joe | | | |
| | Mason Cndy Chester the Pup | | | |
| 12:15 PM | | | | |
| 12:30 | Voice of Prophecy Faith For Today | | Walter H. Johnson Candy Co. Flying Tigers | |
| 12:45 | | | | |
| 1:00 | | | | |
| 1:15 | | | | |

## MONDAY - FRIDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 9:00 AM | | *Film Program* (Color TV) | | |
| 9:15 | | | | |
| 9:30 | | *Mike & Buff* (Color TV) | | |
| 9:45 | | | | |
| 10:00 | | | | |
| 10:15 | | | | |
| 10:30 | | | | |
| 10:45 | | | | |
| 11:00 | | | | |
| 11:15 | | | | |
| 11:30 | *D. James* L | C-P-P (MWF) Strike It Rich | | |
| 11:45 | | | | |
| 12:00 N | Cory Corp. Clicquot duPont Ameche-Langford L | *Egg & I* | *For Your Information H. F. Kean* | |
| | | Amer. Home All Products Love of Life | *Noontime News with Walter Raney* | |
| 12:15 PM | | P&G Search for Tomorrow | Premier Prod. Rumpus Room | |
| 12:30 | | *Steve Allen* | | |
| 12:45 | | | | |
| 1:00 | | | *Take the Break Don Russell* | |
| 1:15 | | P&G Steve Allen T.&Th. | | |

## SATURDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 9:00 AM | | | | |
| 9:15 | | | | |
| 9:30 | | | | |
| 9:45 | | | | |
| 10:00 | | *The World Is Yours* (Color TV) | | |
| 10:15 | | | | |
| 10:30 | Hwood. Cdy. Jr. Circus Oh,Kay(alt.) Gen. Shoe Acrobat Ranch | | | |
| 10:45 | | | | |
| 11:00 | Bristol-Myers Foodini | Internatl. Latex Fashion Magic | Internatl. Shoe Co. Kids & Company | |
| 11:15 | Sun Dial Foodini | | | |
| 11:30 | McKesson & Robbins A Date with Judy | Brown Shoe Smilin' Ed McConnell | | |
| 11:45 | | | | |
| 12:00 N | BT Babbitt Two Girls Named Smith | | | |
| 12:15 PM | | Natl. Dairy The Big Top | | |
| 12:30 | Seaman Bros. I Cover Times Sq. MaidenForm F. Baldwin (alt. wks.) | | | |
| 12:45 | | | | |
| 1:00 | Gen. Mills Betty Crocker | | | |
| 1:15 | | | | |

## DAY

| | ABC |
|---|---|
| 1:30 PM | |
| 1:45 | |
| 2:00 | |
| 2:15 | |
| 2:30 | |
| 2:45 | |
| 3:00 | |
| 3:15 | *Gloria Swanson* |
| 3:30 | |
| 3:45 | |
| 4:00 | TBA |
| 4:15 | *Scouting in Action* |
| 4:30 | Ralston Space Patrol (alt.) |
| 4:45 | |
| 5:00 | |
| 5:15 | Canada Dry Super Circus Peter Shor M&M Super Circus (alt.) L |
| 5:30 | |
| 5:45 PM | |

## TIME

### THURSDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | | | | Co-op Cactus Jim L |
| 6:15 | | | | |
| 6:30 | | | | |
| 6:45 | | | | |
| 7:00 | | | Gen. Foods Capt. Video | Time Kukla, Fran & Ollie |
| 7:15 | | | | |
| 7:30 | Gen. Mills Lone Ranger | GM-Oldsmobile News | | Van Camp Little Show |
| 7:45 | | Fatima Stork Club | | Camel News Caravan L |
| 8:00 | Admiral Stop The Music | Carnation Burns Allen (alt.) sc Johnson Starlight Thtr. 10-18 G. Moore | *Washington Report with Tris Coffin* | DeSoto-Plymouth Groucho Marx F |
| 8:15 | | | | |
| 8:30 | Lorillard Stop The Music | Blatz Brewing Amos 'n' Andy | Tydol Headline Clues Bdw. to Hwood. | Borden T-Men in Action L |
| 8:45 | | | | |
| 9:00 | Cluett Peabody Herb Sheldon (alt.) L | Esso Kroger Alan Young Show | Kaiser-Frazer Adventures of Ellery Queen | Ford Ford Festival L |
| 9:15 | | | | |
| 9:30 | Gruen Theatre L | Lever Rinso Big Town | | |
| 9:45 | | | | |
| 10:00 | Jene Sales (alt.) TBA | Philip Morris Racket Squad | Bigelow-Sanford Carpet Co. Bigelow Theatre | U.S. Tobacco Martin Kane |
| 10:15 | | | | |
| 10:30 | Masland At Home Show L | Carter Toni (alt.) Crime Photographer | | Standard Oil Wayne King |
| 10:45 | Florsheim Red Grange | | | |
| 11:00 | *Paul Dizon* | | | *TV Opera* (once a month) Oct. 4) L |
| 11:15 PM | | | | |

### FRIDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | | | | Co-op Cactus Jim L |
| 6:15 | | | | |
| 6:30 | Kellogg Space Cdt. | | | |
| 6:45 | *Junior Edition* | | | |
| 7:00 | | | Gen. Foods Capt. Video | P&G Kukla, Fran & Ollie |
| 7:15 | | | | |
| 7:30 | Green Giant Linkletter Brown Shoe Say It With Acting (alt.) L | GM-Oldsmobile News | | Mohawk Mohawk Show Room |
| 7:45 | | Chesterfield Perry Como | | Camel News Caravan L |
| 8:00 | Sterling Mystery Theatre L | General Fds. Maxwell H. Coffee Mama | Mennen Co. Twenty Questions | Miles Labs. Quiz Kids L |
| 8:15 | | | | |
| 8:30 | *Film* | R. J. Reynolds Man Against Crime | Skippy Peanut Butter You Asked For It | Gulf Oil We, the People |
| 8:45 | | | | |
| 9:00 | Block Drug Crime with Father | Schlitz | Old Gold Down You Go | American Cig. & Cig. Big Story |
| 9:15 | | | | |
| 9:30 | Kreisler Tales of Tomorrow Bona Fide Versatile L Vrties (alt.) | Schlitz Playhouse of Stars | | Campbell Aldrich Family |
| 9:45 | | | | |
| 10:00 | *Dell o' Dell* | Gen. Mills (alt. wks.) Grove Live Like a Millionaire | Drug Store TV Prod. Cavalcade of Stars | Gillette Cavalcade of Sports |
| 10:15 | | | | |
| 10:30 | *America in View* | Pearson Pharmacal Hollywood Opening Night | | Chesebrough Greatest Fights |
| 10:45 | | | | |
| 11:00 | | Longines Chronoscope | | |
| 11:15 PM | | | | |

### SATURDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 6:00 PM | | | | |
| 6:15 | | | | |
| 6:30 | Anthracite Int. Better Home Show | | | *Mr. Wizard* L |
| 6:45 | | Burkhart P. Bowman | | |
| 7:00 | *Hollywood Theatre Time* | Lambert Pharmacal The Sammy Kaye Show | | TBA |
| 7:15 | | | | |
| 7:30 | Gen. Mills Stu Erwin Show | Sylvania Beat The Clock | | Manhattan Soap One Man's Family |
| 7:45 | | | | |
| 8:00 | Nash-Kelvinator Co. Whiteman TV Teen Club | Anheuser Busch Budweiser Ken Murray | | Snow Crop Pet Milk Kellogg All Star Revue |
| 8:15 | | | | |
| 8:30 | | | | |
| 8:45 | | | | |
| 9:00 | *Safety Show* | Pepsi-Cola Faye Emerson | | Reynolds, S.O.S. Benrus Libby, McNeill & Libby Lehn & Fink Eversharp Your Show of Shows |
| 9:15 | | | | |
| 9:30 | *Harness Racing* L | American Safety Razor The Show Goes On | | |
| 9:45 | | Carter Songs for Sale | Co-op Wrestling from Chicago Jack Brickhouse | |
| 10:00 | | *Songs for Sale* | | |
| 10:15 | | | | |
| 10:30 | | Sterling Drug Songs for Sale | | American Tobacco Your Hit Parade |
| 10:45 | | | | |
| 11:00 | *Word of Life Song Time* | | | |
| 11:15 PM | | | | |

### SUNDAY

| | CBS | DuMONT | NBC |
|---|---|---|---|
| 12:00 PM | | | *American Inventory* L |
| 12:15 | | | |
| 12:30 | *Color TV Program* | | Bohn Alum. American Forum L |
| 12:45 | | | |
| 1:00 | *Battle Report* | | |
| 1:15 | *Take Another Look* | | Minn. Mining & Mfg. Juvenile Jury L |
| 1:30 | | | |
| 1:45 | *Jump Unto My Feet* | | Revere Meet the Press |
| 2:00 | | | |
| 2:15 | *Visit in the World* | | *Zoo Parade* |
| 2:30 | | | |
| 2:45 | *Man of the Week* | | Quaker Oats Gabby Hayes |
| 3:00 | | | |
| 3:15 | CBS News | | Derby Foods Sky King Thtr. F alt. with H'wd Candy Hollywood Jr. Circus |
| 3:30 | Bell Bros. Sarah Churchill | | |

### MONDAY - FRIDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 12:00 PM | | Best Foods GE Hansen's Labs, P&G, Okr. Oats, Reynolds, Standard Brands duPont Corn Prods. Garry Moore Show | | |
| 12:15 | | | | |
| 12:30 | | P&G First 100 Years | | |
| 12:45 | | *Vanity Fair* | | Colgate Miss Susan |
| 1:00 | | | | *Vacation Wonderland* F |
| 1:15 | | Marlene's VanityFair (Wed.) | | |
| 1:30 | | Interntnl. Latex Fashion Magic (Tues.) | | M.W.F General Fds Bert Parks Tu, Th Gen. Electric Bill Goodwin |
| 1:45 | | Aluminum Cook. Ut. Natl. Pr. Ckr. Homemakers Exchange | | |
| 2:00 | | | | |
| 2:15 | | *Mel Torme* (Color TV) | | Participating Sponsors Kate Smith Hour |
| 2:30 | | | | |
| 2:45 | | *Film Show* (Color TV) | | Lever Hwkns. Falls L |
| 3:00 | | | | Gabby Hayes |
| 3:15 | | *Puppet Show* (Color TV) | | Mars, C-P-P, Welch. Klg., Int. Shoe, Wander Howdy Ddy. L |

### SATURDAY

| | ABC | CBS | DuMONT | NBC |
|---|---|---|---|---|
| 12:00 PM | | *Interviews From Stadium* (Color TV) | | Gen. T. & R. Pre-Carne Show F |
| 12:15 | | | | |
| 12:30 | | | | |
| 12:45 | | | | |
| 1:00 | | Inter Collegiate Football 2-4:30 Approx. (Color TV) | | Westinghouse NCAA Football (Coast to Coast) L |
| 1:15 | | | | |
| 1:30 | | | | |
| 1:45 | | | | |
| 2:00 | | | | |
| 2:15 | | | | Prestone Post-Game Show L |
| 2:30 | | | | |
| 2:45 | | | | TBA |
| 3:00 | | | | |
| 3:15 | | | | *Nature of Things* |
| 3:30 | | | | Mutual Benefit B. Considine |

Explanation: Programs in italics, sustaining; Time, EDT. L, live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

**ABC**

12-12:30 p.m., Cory sponsors Ameche-Langford Tues., Thurs.; Clicquot on Thurs.; duPont Fri.

**CBS**

3:15-3:30 p.m., Th., Bride & Groom; Hudson Paper Co.

3:15-3:30 p.m., Tues., Bride & Groom; Lehn & Fink Products Corp.

3:30-4 p.m., M-W-F, All Around The Town, s.

3:30-4 p.m., Th., Meet Your Cover Girl, s.

**NBC**

5:15-5:30 p.m., Quaker Oats, M-F; Peter Paul, Th.; Gabby Hayes.

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

*October 1, 1951* *Copyright 1951*

*Molly's window sill for sale*

*on* **NBC** *television*

## Movies' Place in TV

*(Continued from page 83)*

the TV committee report, and Nate Halpern, of Theatre Network Television Inc., reviewed progress in that field.

Morris Lowenstein of Oklahoma City, chairman of TOA's local legislation and tax committee, saw special taxation as "a new threat" stemming from the advent of theatre TV. In Pennsylvania, he noted, a $1,500 annual license fee has been proposed for TV-equipped theatres, while New Jersey legislators "are toying with the idea of a 5% additional tax where television is used in the theatres." The TOA directorate, he reminded, "will seek a test case to tax the validity of such bills levying these taxes."

In his TV report, Mr. Wolfson warned his listeners: "Do not kid yourselves with the thought that the television broadcasting boom might burst . . . "

**'Just Another Way'**

Television, he said, "is just another way of doing what you have been specialists in for many years," and qualified exhibitors "should get into it. . . . We expect the FCC's television freeze to end January or February of 1952, and anyone who wants to get into television had better start his planning right now."

Mr. Wolfson also saw TV as "very useful" otherwise. "I believe TV advertising is the greatest sales medium available today," he said. Citing his Wometco experience in Miami, he said: "Let me strongly urge those of you in television markets to take advantage of this excellent medium for stimulating your business."

Theatre television, he said, "has already surpassed all expectations in its remarkable growth."

Mr. Wolfson quoted Brig. Gen. David Sarnoff, RCA board chairman, as saying "it will be as inevitable for every film theatre to have TV as it is necessary for them to have a sound system for their talking pictures."

The new TOA head said he agreed "entirely" with Gen. Sarnoff, then added:

"Earlier I pointed out that undoubtedly many theatres could for some time ignore television and survive. But I do not believe they can ignore it forever, or even for too long."

**TOA officers elected in addition to Mr. Wolfson included Charles P. Skouras, head of National Theatres, chairman of the board; John Rowley of Dallas and Walter Reade Jr. of New York, vice presidents; Max Connett of Newton, Miss., secretary, and J. J. O'Leary of Scranton, Pa., re-elected treasurer. Leonard Goldenson, president of United Paramount Theatres, which has merged with ABC subject to FCC approval, and Nat Williams of Thomasville, Ga., were re-elected co-chairmen of the TOA finance committee. Gael Sullivan was re-elected executive director, and Herman M. Levy, general counsel. The convention was held Sept. 23-27.**

## VIDEO'S IMPACT

### Be Creative, Papers Told

NEWSPAPERS were warned to brighten their content as a means of meeting the impact of television in a session held Thursday during the Associated Press Managing Editors Assn. meeting in San Francisco. A committee headed by Lee Hills, *Miami Herald*, reported TV's influence is a challenge to newspapers to be creative and "to take full advantage of the unique medium that we have."

In another report, Vincent S. Jones, Gannett papers, said editors have been so busy "looking fearfully" at TV they have been slow to appreciate what it is doing "to make and to stimulate interest in news fields."

## Fair Trade Practices

*(Continued from page 83)*

ested only in promulgating rules which involve deceptive advertising.

Mr. Horton added FTC wants only to enforce existing standards, not establish new ones.

Mr. Sanabria posed his suggestion within the framework of a standard definition for television receivers. There is no difference, he held between advertising the number of channels obtainable and data on fidelity and brilliance.

"If the FTC does not go along with the FCC and the 1940 Television System Committee on this, much of the work of that committee will be lost," he charged.

Additionally, he suggested an amendment to "make it unfair" for manufacturers of receiver equipment who own or operate stations to engage in "monopolistic" advertising practices.

Color TV emerged as a highlight when Richard Salant, CBS Inc., complained at suggestions which, he said, singled out color TV in deceptive advertising. General principles should apply throughout the rules, he said.

NEDA held the consumer should not be misled into thinking he will receive the same size color picture on his receiver after adapted and converted as he obtained in black and white.

Mr. Salant replied there is no proof such a situation would obtain.

Mr. Morehouse observed representations for monochrome picture size also carry notice that color pictures are smaller.

Mr. Salant suggested adoption of the RTMA proposal under which it would be an unfair trade practice to represent deceptively that TV or "companion sets, converters or similar devices" give an actual viewing area when such is not the case.

Spokesmen for the Baltimore, New York and Chicago Better Business Bureaus also were active in discussions. They cited complaints as to misrepresentation of picture sizes, brand names, licensing rights, so-called manufacturer's sponsorship of sets, and other issues.

Rules covering distributors and reprocessed cathode ray tubes also were debated. It was suggested RTMA refer the question of uniform picture size (that of the actual tube and the viewing area, plus diagonal vs. horizontal measurements) to a standards committee.

NARDA urged a probe of practices by which retailers are asked to sell non-profit parts warranties as riders to TV sales.

Representatives also were on hand from RCA Service Co., Allen B. DuMont Labs, Stromberg-Carlson, Admiral Corp., Sylvania Electric Products and Philco Corp.

## BOND TV FILM

### Treasury Distributes

A QUARTER-HOUR television film featuring Sylvia Porter syndicated financial columnist, and Richard Harkness, NBC Washington correspondent, in a discussion of reasons to buy U. S. Savings Bonds is being distributed to all TV stations by the Treasury Dept.

Neither Miss Porter, who writes for the New York *Post* syndicate, nor Mr. Harkness is identified by his company affiliations in the film, a necessary provision to avoid conflicts with competing broadcasting ownerships. The film runs 14 minutes and 5 seconds, is entitled *Your Greatest Chance.*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Second Run

Here is the most amazing offer ever made for local-regional-national sponsors.

13 HALF-HOUR TELEVISION FILMS

STARRING

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As

CRAIG KENNEDY

CRIMINOLOGIST

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IF The rating on our 13 Craig Kennedy Mystery Shows does not beat the rating of any mystery detective TV show at the end of 13 weeks comparable time.

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PROTECT YOURSELF, your STAFF, your CLIENTS

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LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

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Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

*For details, write to the Pioneer in this line.*

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

# 'FREEDOM' DRIVE

### CBS-TV Airs 13-Hr. Rally

MORE than $200,000 was pledged by phone or telegram to the Crusade for Freedom Drive from New York alone when CBS-TV presented a 13-hour rally, coast-to-coast, Sept. 23.

Harold E. Stassen, chairman of the 1951 campaign, wired CBS President Frank Stanton "heartfelt thanks" for "outstanding coast-to-coast television marathon. It is almost unbelievable that this tremendous effort was planned and executed in only one week's time."

Opening four hours of the telecast, which started at 1 p.m. EDT, inaugurated first East-to-West transmission over transcontinental TV facilities [BROADCASTING • TELECASTING, Sept. 24]. Steve Allen emceed the marathon, which was cut into CBS programs throughout the evening, to introduce celebrities and dignitaries who appealed for fund contributions. Appearances were made from New York, Washington, and Hollywood by a number of stars. ABC-TV also carried major portions of the marathon.

## CAPITAL SHOWING

### Set for RCA Color

WASHINGTON will see the "new and improved" RCA color system beginning Oct. 9 when the regular New York demonstrations are networked to the Nation's Capital for a 10-day period, F. M. Russell, NBC Washington vice president, announced last Thursday.

The move follows trial two weeks ago when the New York color program was fed to Washington via coaxial cable and microwave. This test so impressed RCA Chairman Brig. General David Sarnoff that he ordered the Washington showings [BROADCASTING • TELECASTING, Sept. 24].

Color shows will be shown in the NBC Trans Lux Bldg. studio in the heart of downtown Washington. Schedule will run Oct. 9-13 and Oct. 15-19, with a 10 a.m. pickup off-the-air and the 2:15 and 4 p.m. pickups by closed-circuit.

The first session will be for the working press, after which invitations will be extended to top Congressional and Government officials, consulting engineers and radio attorneys, RCA Victor dealers, NBC clients and agencies. Studio audience will be limited to 50-60 at each showing.

RCA color TV was demonstrated last Tuesday for 46 members of the National Security Industrial Assn. at Princeton, N. J. The industrial leaders—representatives of 39 firms throughout the U. S.—also heard lectures on the principles of color TV and the uses of phosphors in the RCA tri-color picture tube. The guests also saw the analogue computer constructed by RCA for the U. S. Navy to evaluate the performance of guided missiles, ships, airplanes, and submarines.

*GEN. Lucius D. Clay (l), is welcomed by Ed Sullivan to the 13-hour CBS-TV show Sept. 23 on behalf of the 1951 Crusade for Freedom drive.*

## PARIS PRAISES

### CBS Color Showing

FRENCH reporters who covered CBS color demonstrations for the 14th International Congress of Surgeons in Paris last week actually applauded the operations they watched on the screens, David Schoenbrun, chief CBS Paris correspondent, cabled last week.

The medical men at the congress, who came from 48 countries, were "frankly enthralled" by the demonstrations, Mr. Schoenbrun reported. Dr. A. Bazy, ICS general secretary, said "color-television is a revolution in training future surgeons."

Paris surgical demonstrations are sponsored by Smith, Kline & French Labs., Philadelphia.

## TV CENSORSHIP

### Cleric Asks in Home

CALL for home censorship of television programs and "extensive protests to the firms that sponsor immoral programs" has been issued by Archbishop Richard J. Cushing of Boston.

Writing in the Sept. 23 *Boston Sunday Advertiser*, the archbishop charged letters he has received complain "that some television programs have sunk to a new low in breaking the laws of morality and decency."

The article was printed in the *Congressional Record* at the request of Rep Thomas J. Lane (D-Mass.), who is author of legislation in the House calling for a TV program censorship board.

## Theatre-TV Case

THEATRE-TV hearing was postponed again by the FCC last week —from Nov. 26 to Feb. 25, 1952. It originally had been scheduled Sept. 17. Time for filing appearances also was delayed from Oct. 26 to Jan. 25, 1952. Heavy schedule for the Commissioners, including TV allocations decisions, is understood to be the reason for the further postponement.

## SET SALES DRIVE

### Begins in Dallas-Fort Worth

TO COUNTERACT the slump in set sales this past summer, dealers and distributors in the Dallas-Fort Worth area have joined with local stations and their affiliated newspapers in a fall campaign and contest to sell the public on television.

Joining in the drive are WFAA-TV and the *Dallas Morning News*, KRLD-TV and the Dallas *Times Herald*, and WBAP-TV and the Fort Worth *Star-Telegram*.

The promotion is being directed by the Dallas-Fort Worth Television Committee. Chairman is E. P. Miles, sales manager, Adleta Co. Advertising agency is Tracy-Locke Co., Dallas.

The campaign, to run through November, emphasizes the entertainment values offered by the three stations. A nine-week "Name the Stars" contest is featured for the public, with $15,000 in TV sets offered as prizes. A companion contest to stimulate more effective salesmanship in the stores is offering $1,350 in cash prizes to the best set salesmen chosen by "mystery shoppers."

Included in the newspaper promotion are special Sunday tabloids on TV.

## FTPC REPLY

### Hits Pinanski View

FAIR Television Practices Committee last Thursday assailed a statement by Samuel Pinanski, retiring president of Theatre Owners of America.

Jerome W. Marks, chairman, FTPC, directed fire against Mr. Pinanski's statement carried by the Associated Press, which pointed out that radio, film and TV rights are private property of fight promoters and that he knew of no legal requirement that private property be given to the public.

Mr. Marks complained that the statement "reflects a callous disregard of public interest, indifference to public opinion and established custom, as well as lack of knowledge of the nation's anti-trust laws."

The FTPC head added that his organization was studying the status of the International Boxing Club, which he charged with becoming "almost the sole promoter of fights for major titles" and would bring findings to the attention of the Attorney General.

## WPIX Names Ames

LOU AMES, assistant program manager, has been named acting program manager for WPIX (TV) New York. Jack F. A. Flynn, one of the station's program directors, has been named his administrative assistant, and Tony Azzato, in charge of WPIX films, has been transferred to Mr. Ames' staff, where he will continue to be in charge of film purchases.

# PAY-AS-YOU-SEE

### Urged by Telford Taylor

"WE MUST develop and exploit new forms of broadcasting, such as subscription television, which will enable the broadcaster to get direct revenue from his programs, just as theatre admission, or newspapers and magazines charge for subscriptions." That's what Brig. Gen. Telford Taylor, attorney, former FCC general counsel and currently counsel to the Joint Committee for Educational Television, told delegates at a luncheon meeting of the conference on "Women in the Defense Decade." The American Council on Education held the meetings Thursday and Friday at the Commodore Hotel in New York.

In addition, he said, "We must bring public and philanthropic educational funds and endowments to support TV. We must have radio and TV stations operated by universities, schools and other public institutions."

"Some people think," Gen. Taylor said, "that the supporters of educational television want to substitute screen for books and blackboards—others think that home TV sets will be tuned to classroom scenes and college professors will replace comedians."

**Would Review Both**

The first would ruin education, he said, while the second would just as surely ruin TV. Both are false alarms, he asserted, adding that television sets will have a respected place in the classroom, but not a dominant one. TV will be a useful and enriching instrument chiefly for special illustrative purposes " . . . and to reach physically disabled students at home," he said.

Doris Corwith, supervisor of talks and religious education at NBC, spoke on "Radio as an Educational Medium," at the same Thursday luncheon.

In the next ten years, she predicted, radio will continue to emphasize more news programs, fine music and thoughtful dramatic shows (documentary type). She also advised the educators that they should constructively criticize radio—find the better things on the air and develop audiences by recommending them so that broadcasters will be justified in carrying such programs.

On Thursday evening the group attended a meeting at the Center Theatre to see a live network radio broadcast, a kinescope of a television educational program, the large-screen projection by RCA of an educational film and a pre-premier preview of *Red Badge of Courage*, a new photoplay.

## GE Spot Plan

GENERAL ELECTRIC's new line of TV receivers will be advertised by a series of TV film commercials, soon to be made available to GE dealers under the firm's cooperative plan. This plan allows local dealers to pay only a fraction of time costs for the film.

# They turned on the heat, in June, in LOUISVILLE!

## WAVE-TV

### GAS HEATING EQUIPMENT

Attempting to counteract the effect of 1951's reduced home building, Pittsburg Gas Heating Company bought a quarter-hour show, once per week, 10 p.m. Campaign started May 7 and by the end of June advertiser stated that sales for the month of June were 27.2% higher than June, 1950 — and attributed this increase in volume to his TV program. "I do not believe that any other medium of advertising could have done such an excellent job. Please accept our thanks for your assistance."

### CHILDREN'S WESTERN MERCHANDISE

Early this year a large Louisville retailer bought a one-hour children's show, once per week, to feature Western-type merchandise. Old Western film is used, with live commercials done "in character" and costume by a WAVE-TV announcer. In three months' time, sales in this department had increased 52%, against an over-all store increase of 6%.

**REPRESENTING TELEVISION STATIONS:**

| | |
|---|---|
| DAVENPORT (Central Broadcasting Co.— WHO-WOC) | WOC-TV* |
| FORT WORTH–DALLAS (STAR-TELEGRAM) | WBAP-TV* |
| LOUISVILLE (WAVE, Inc.) | WAVE-TV* |
| MIAMI (Wometco Theatres) | WTVJ |
| MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS) | WTCN-TV |
| NEW YORK (THE NEWS) | WPIX |
| ST. LOUIS (POST-DISPATCH) | KSD-TV* |
| SAN FRANCISCO (THE CHRONICLE) | KRON-TV* |

*Primary NBC Affiliates

*Yes, Spot Television Sells Goods!*

*For Further Facts, Ask:*

# FREE & PETERS, INC.

*Pioneer Station Representatives*

*Since 1932*

•

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

171,250

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

# telestatus

## CBS Color Sets; $499.95 Model Ready

(Report 183)

FUTURE of CBS-Columbia color TV sets shapes up something like this, according to R. D. Payne, sales manager of CBS manufacturing subsidiary, who spoke to Washington dealers Sept. 26 at distributor showing of new line:

(1) Present $499.95 color and black-and-white console with half-doors is already being shipped to distributors. Dealers should have at least one in near future. The set contains a 10-in. CR tube, magnified to give a 12½-in. picture, includes 26 other tubes and rectifiers. It is housed in a cabinet measuring 36⅛ x 32 x 22-11/16-in., has five control knobs (on-off and volume, color and monochrome, horizontal and vertical, focus and brightness, channel selector). Price does not include federal excise tax or warranty.

(2) Same set, in console without doors, is due soon. Price will be $399.95.

(3) Console "slave" unit production will begin Oct. 12. Companion set will be priced around $250. Such units are designed to work with existing black-and-white sets to give color pictures. All present CBS-Columbia monochrome sets contain a color plug in rear so that "slave" set can be easily connected.

(4) All CBS-Columbia black-and-white sets will have adapters built in—although, except for one set, present line does not include this device. Adapters will permit reception of black-and-white pictures from color broadcasts. The one "compatible" set in the current CBS-Columbia line is a maple console, priced at $469.95.

(5) Drum method of color is a year off. Present production will concentrate solely on wheel. Use of drum would permit larger picture tubes to be used with present CBS mechanical system.

(6) Tri-color tube is three years off. CBS-Columbia is working on its own developments in this field as well as with RCA tube. It is watching Paramount-Chromatic development [BROADCASTING • TELECASTING, Sept. 24], although it has not yet gotten a sample. Price of RCA tube to manufacturers is $280.

### Also Monochrome Sets

CBS-Columbia line includes 14 other sets, all black and white. Some still carry Air King name, but that is due to disappear as Brooklyn factory begins to get supply of new cabinets. Black-and-white sets begin with 17-in. ebony metal table model at $189.95, include also a 20-in. metal table model at $279.95.

Small group of dealers present at meeting were frankly cynical about future of color, although all agreed they would have to have a color set for demonstration purposes at least.

Their cynicism was apparent from their reaction to the CBS Television network color program aired at the session. They complained that the colors were "washed out," that skin tones were "unnatural," that predominant color of the setting pervaded the scene; that magnifying lens restricted viewing angle.

On the other side, some did agree that set was good looking and compact, not the "monstrosity" they had been led to believe it would be; that built-in motor and wheel were hardly noticeable; and that there was slight color breakup if viewer looked for it.

Dealers also felt that the "Columbia" name on both black-and-white and color sets would go long way toward making them salable.

* * *

## Best Viewing Distance Advised

VIEWERS of a 14-inch TV set should sit about 10 feet away from the screen, according to Dr. Franklin M. Foote, executive director of the National Society for the Prevention of Blindness. Pointing out that vision cannot be impaired by watching TV. Dr. Foote cautioned viewers that eyestrain will develop if a person sits too close to the screen, neglects to adjust the picture or places a lamp which reflects on the screen.

"The picture should be well-

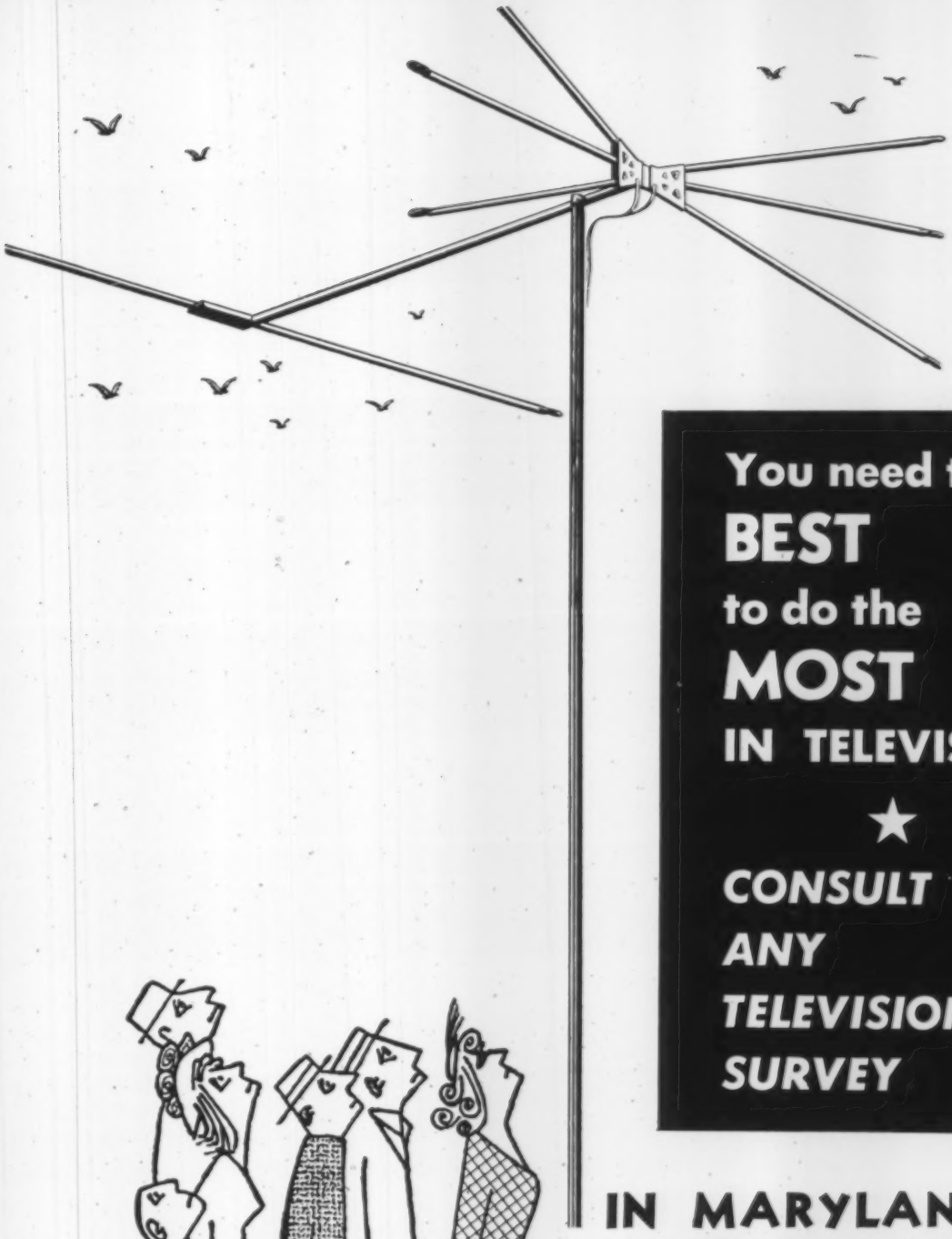
(Continued on page 113)

## Weekly Television Summary—October 1, 1951—TELECASTING SURVEY

| City | Outlets On Air | Sets in Area |
|---|---|---|
| Albuquerque | KOB-TV | 9,450 |
| Ames | WOI-TV | 62,903 |
| Atlanta | WAGA-TV, WSB-TV WLTV | 115,000 |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 313,889 |
| Binghamton | WNBF-TV | 42,025 |
| Birmingham | WAFM-TV, WBRC-TV | 60,000 |
| Bloomington | WTTV | 17,200 |
| Boston | WBZ-TV, WNAC-TV | 766,492 |
| Buffalo | WBEN-TV | 214,287 |
| Charlotte | WBTV | 89,134 |
| Chicago | WBKB, WENR-TV, WGN-TV, WNBQ | 949,793 |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 305,000 |
| Cleveland | WEWS, WNBK, WXEL | 494,238 |
| Columbus | WBNS-TV, WLWC, WTVN | 229,000 |
| Dallas-Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 129,564 |
| Davenport | WOC-TV | 62,263 |
| Quad Cities Include Davenport, Moline, Rock Isc., E. Moline | | |
| Dayton | WHIO-TV, WLWD | 210,000 |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 627,164 |
| Erie | WICU | 71,576 |
| Ft. Worth-Dallas | WBAP-TV, KRLD-TV, WFAA-TV | 129,564 |
| Grand Rapids-Kalamazoo | WLAV-TV | 146,181 |
| Greensboro | WFMY-TV | 73,911 |
| Houston | KPRC-TV | 84,129 |
| Huntington-Charleston | WSAZ-TV | 50,562 |
| Indianapolis | WFBM-TV | 171,250 |
| Jacksonville | WMBR-TV | 40,000 |
| Johnstown | WJAC-TV | 106,796 |
| Kalamazoo-Grand Rapids | WKZO-TV | 146,181 |
| Kansas City | WDAF-TV | 132,784 |
| Lancaster | WGAL-TV | 109,112 |
| Lansing | WJIM-TV | 60,000 |
| Los Angeles | KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV | 1,013,000 |
| Louisville | WAVE-TV, WHAS-TV | 103,799 |
| Memphis | WMCT | 93,166 |
| Miami | WTVJ | 81,600 |
| Milwaukee | WTMJ-TV | 257,607 |
| Minn.-St. Paul | KSTP-TV, WTCN-TV | 273,300 |
| Nashville | WSM-TV | 37,034 |
| New Haven | WNHC-TV | 173,000 |
| New Orleans | WDSU-TV | 62,158 |
| New York | WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX | 2,500,000 |
| Newark | WATV | |
| Norfolk | WTAR-TV | 75,312 |
| Oklahoma City | WKY-TV | 95,811 |
| Omaha | KMTV, WOW-TV | 87,981 |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 883,000 |
| Phoenix | KPHO-TV | 40,100 |
| Pittsburgh | WDTV | 300,000 |
| Providence | WJAR-TV | 162,000 |
| Richmond | WTVR | 95,671 |
| Rochester | WHAM-TV | 88,125 |
| Rock Island | WHBF-TV | 62,263 |
| Quad Cities Include Davenport, Moline, Rock Isc., E. Moline | | |
| Salt Lake City | KDYL-TV, KSL-TV | 51,500 |
| San Antonio | KEYL, WOAI-TV | 51,615 |
| San Diego | KFMB-TV | 108,460 |
| San Francisco | KGO-TV, KPIX, KRON-TV | 210,000 |
| Schenectady-Albany-Troy | WRGB | 160,900 |
| Seattle | KING-TV | 92,600 |
| St. Louis | KSD-TV | 306,000 |
| Syracuse | WHEN, WSYR-TV | 129,276 |
| Toledo | WSPD-TV | 127,000 |
| Tulsa | KOTV | 84,275 |
| Utica-Rome | WKTV | 50,000 |
| Washington | WMAL-TV, WNBW, WTOP-TV, WTTG | 281,125 |
| Wilmington | WDEL-TV | 77,671 |

Total Markets on Air 63 — Total Stations on Air 108 — Estimated Sets in Use 13,510,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



**You need the**
**BEST**
**to do the**
**MOST**
**IN TELEVISION**

★

***CONSULT***
***ANY***
***TELEVISION***
***SURVEY***

# IN MARYLAND MOST PEOPLE WATCH
# WMAR-TV

★ **CHANNEL 2** ★

**Maryland's Pioneer Television Station**

*Represented by*

## THE KATZ AGENCY, INC.

NEW YORK ▪ DETROIT ▪ KANSAS CITY ▪ SAN FRANCISCO
CHICAGO ▪ ATLANTA ▪ DALLAS ▪ LOS ANGELES

**TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

# How to get the most for your TV dollar from an advertising agency

**"TV or not TV?" is no longer the question, but "What *price* TV?". Today, advertisers are learning that a thoroughly *experienced* TV agency can greatly *reduce* the cost of selling goods through this magic new medium.**

When you hear of a half-hour TV show that costs fifteen thousand — twenty-five thousand — forty thousand dollars a week — you may wonder how it can pay out. Sometimes it doesn't.

**Last year, while many advertisers were using television on a profitable basis, others were not. And more than 150 network shows failed to click.**

But, properly handled by an agency *experienced* in the field, TV *can* and *does* pay out. In fact, Television today is selling many types of merchandise at lower unit costs than any advertising medium in *history!*

Whether or not television will sell *your* product at a profit will depend largely on the yardsticks you apply in selecting an advertising agency.

One good rule to remember is this: no agency without a long and successful record of selling goods *before the advent of TV* can be expected to better its performance simply because it has a new outlet for its efforts.

Remember this, too. If your agency does not have considerable experience in TV—and substantial billings in TV—be prepared for expensive delays. For no agency can "convert" to TV overnight. The whole creative and executive staff must be thoroughly indoctrinated and large, separate departments must be trained and integrated.

**Otherwise, you, the advertiser, pay the excessive costs of shows owned by one group, produced by another group, with commercials created by still another outside group.**

There are surprisingly few agencies today which began years ago to get ready for TV—which have complete TV departments—and which have *extensive* experience in making Television sell goods at a profit.

Such an agency is William Esty Company, Inc. Today, we place more network television programs than any agency in the business...over one-third of our billings are in TV.

**With 38 separate programs on the air every week for 10 major brands of packaged goods, Esty experience is broad, Esty network contacts are close-knit at the top level, Esty knowledge of availabilities is up-to-the-minute.**

And, perhaps most important of all, Esty techniques for creating commercials that sell merchandise are *tested and proven.* In all media, we've always relied on action...drama...human interest...real people doing and saying real things...newsiness...excitement—to tell simple, memorable, *hard-selling* product stories.

If you are wondering whether or not to use Television—or if your present Television is not producing the results you planned on—we'd like you to see a special presentation we've prepared. It contains the fact-and-figure answers to this question of getting the most for your TV dollar. A call to Mr. Wood at MU 5-1900—or a note—will bring this material. Without any obligation.

## William Esty Company, Inc • *Advertising*

100 EAST 42ND STREET, NEW YORK 17, NEW YORK • MU*rray Hill* 5-1900

**Shown below are some of the 38 programs telecast each week for clients of the William Esty Company**

**FOR COLGATE'S FAB. 5-TIME-A-WEEK, DAYTIME TV** ...the dramatic show "Miss Susan"...is making sales—and is reaching viewers at a lower cost per thousand than any other five-time-a-week, daytime dramatic show.

**FOR CAMELS. "MAN AGAINST CRIME",** starring Ralph Bellamy—consistently one of the top two ranking mystery shows—continues for the third straight year...and Camel continues to be America's largest-selling cigarette.

## IN TV, EXPERIENCE IS THE ONLY TEACHER!

...and among all agencies, William Esty Company, Inc. is currently placing more network television programs—and has had more experience in creating and producing TV commercials—than any other agency in the business.

**FOR COCA-COLA. "ROOTIE KAZOOTIE"** is one of several programs a week for The Coca-Cola Bottling Company of N. Y., Inc., featuring a steady parade of such youngsters' heroes as Phil Rizzuto, selling the "Coke's A Natural" idea. Judging from initial response, TV's a "natural" for "Coke"!

**FOR COLGATE'S VEL AND SUPER SUDS. "STRIKE IT RICH"**—the dramatic, human interest quiz show—is proving that *even in the morning* TV can do a great job. Today "Strike It Rich", at 11:30 A.M., has a higher rating than most *afternoon* TV shows.

**FOR CAVALIER CIGARETTES. THE "GARRY MOORE SHOW"** is doing a real selling job. This show, the first successful daytime variety program, is another example of Esty pioneering in TV.

**FOR M&M'S CANDIES. "SUPER CIRCUS",** highest rating TV network children's program, has given M&M's Candies such a sales boost in 18 months that M&M's is now the number one seller of all bag-packaged candy.

**TV SPOTS FOR PRINCE ALBERT** Smoking Tobacco as well as for "Prestone" Anti-Freeze and "Eveready" batteries are currently proving that interesting, memorable TV spots can be a very effective use of the medium.

WSAZ-TV
Channel 5
EXCLUSIVE
Coverage
OF THE
HUNTINGTON
CHARLESTON
TV MARKET
ABC—CBS—NBC—DTN
Represented by
THE KATZ AGENCY

WSAZ
HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations

MORE LISTENERS
Than All Stations
Combined
IN THE
W. Va., Ky., and Ohio
Tri-State Area*
*by C. E. HOOPER.....1951
5000 WATTS—930 KC
ABC PROGRAMS
Represented by
THE BRANHAM COMPANY

# RCA UHF TESTS

## Would Formalize KC2XCY

FULL SCALE simultaneous tests on both the high and low end of the UHF bands are indicated by an RCA-NBC application for an 850-856 mc experimental TV station in Stratford, Conn., a suburb of Bridgeport.

The application would formalize the present 300-w transmitter and 44-dipole antenna station KC2XCY, now operating under a special temporary authorization granted by FCC last July.

For more than a year, RCA-NBC has been operating experimental TV station KC2XAK on 529-535 mc with 14 kw effective radiated power. It has been used to pick up programs from WNBT (TV) New York, NBC's Channel 4 station there, 51 miles from Bridgeport.

### Construction Costs $40,000

The 850-mc station cost $40,000 to construct and $23,000 a year to operate, the application indicates. It will be used to make comparative tests between the low end and the high end of the 470-890 mc TV band, produce additional tropospheric data and to make further tests with beam tilting—which has been found to increase signal strength 10 db up to five miles from the transmitter [BROADCASTING • TELECASTING, Sept. 24].

Antenna of the 850-mc station has a gain of 421 and is directional with a 65-degree beam, the application reports. This gives it an output of 110 kw. However, on a non-directional basis, the radiated power is listed as 20.55 kw.

# SAG CONTRACT TALKS

## Report Due Oct. 9

CONTRACT negotiations between Screen Actors Guild and major motion picture producers, carried on for the past two weeks by negotiating committees of both groups, will be continued for the next two weeks by sub-committees representing staff executives and legal counsel. Negotiations started Sept. 17. Sub-committees report back to the negotiating committees about Oct. 9.

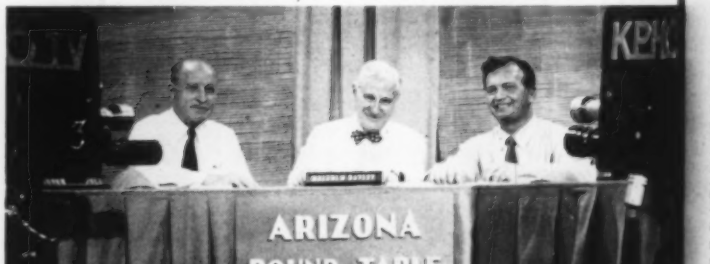
According to SAG, many highly technical issues are involved in the negotiations. Included among SAG contract demands are two important television issues: Banning from television use of all motion picture films produced after Aug. 1, 1948; additional payment to actors for re-use of theatrical films on television [BROADCASTING • TELECASTING, Sept. 17, 3; Aug. 20].

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR
TV SPOTS-PROGRAMS
All Production Steps
In One Organization
6039 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

ATTENDING clinic at KTSL (TV) Hollywood for CBS Radio Sales executives a (l to r): Standing, Robert Hoag, KTSL sales mgr.; Charles Glett, CBS vic pres. in charge of network services, Hollywood, for both Radio and Televisio Divisions; MacLean Chandler, Radio Sales, Chicago; George Moskovics, mgr. TV development, KTSL; Tony Moe, station sales prom. mgr.; Roy Hall, Radi Sales, New York; seated, Sam Digges, Chicago sales mgr., Radio Sales; Meri S. Jones, v.p. charge CBS-owned TV stations; George Dunham, eastern sale mgr., Radio Sales; Lamont Thompson, Radio Sales, S.F.

DR. ROY K. MARSHALL, conductor, *The Nature of Things*, NBC-TV, demonstrates pack TV transmitter and portable camera, while Dr. I. M. Leavitt, director, Fels Planetarium, Franklin Institute, Phila., explains to viewers "How TV Works."

NEW exhibit, demonstrating netwo TV transmission for NBC New Yo studios is presented by John Waidlic (l), AT&T public relations dir., t William S. Hedges, NBC v.p. charg of integrated services. Exhibit now part of Radio City-NBC tour.




TRIO responsible for *Arizona Round Table*, aired live on KPHO-TV Phoen Tues., 7:30 p.m., are (l to r): Walter Bimson, pres., Valley National Bank sponsor; Moderator Malcolm Bayley, editorial writer, *Arizona Republic*, an John C. Mullins, KPHO-AM-TV pres.

CELEBRATING first anniversary of WFIL-TV Philadelphia *Ford Film Play house*, sponsored since August 1950 by Ford Dealers Assn. Inc., Chester Dist. are (l to r): Kenneth W. Stowman, WFIL-TV sales mgr.; Harrison Smith, Ford Motor Co. asst. dist. mgr.; Cliff Koelle, Phila. Ford Dealers Assn. pres. Gordon Johnston, Ford dist. mgr.; Joseph J. Conroy, Ford Dealers Assn. Chester Dist., pres.; Ben Thorpe, FDA, Chester Dist., secretary.

*From The Congressional Record*
*Thursday, August 2, 1951:*

# The Place of Television in Education

EXTENSION OF REMARKS
OF
HON. EDWIN C. JOHNSON
OF COLORADO
IN THE SENATE OF THE UNITED STATES

*MR. JOHNSON of Colorado: Mr. President, it has been most reassuring to note the great interest educators are taking in television and what contribution television may make to educational processes. An editorial in Broadcasting magazine of July 23 discusses this matter most interestingly and pointedly.*

## EDUCATORS ADVISED

A stop, look and listen sign has been hoisted beside the tracks of steamed up educators who want to own and operate a non-commercial television station for educational purposes.

The sign bearers are Col. Harry C. Wilder, president WSYR-AM-TV Syracuse and D. L. (Tony) Provost, business manager WBAL-AM-TV and acting general manager of Hearst Radio, Inc.***

Both men hold positions in operations which embrace more than one broadcast property. WBAL-AM-TV is owned by Hearst, whose properties include WISN-AM-FM, Milwaukee. Hearst Consolidated operates WCAE, Pittsburgh. Col. Wilder, in addition to his WSYR post, is president and stockholder of WELI of New Haven and WTYR, Troy, N. Y.

They feel the educators' problems of where to get the funds to operate and the broadcaster's dilemma of how to meet educational program demands can be met by broadcaster-educator cooperation.

In announcing the WBAL-TV project to start this fall, Mr. Provost said the services of a complete professional creative staff will be made available to colleges and universities desiring to put their own shows on TV. The station will offer educators at least 1 hour "class A" time.

WBAL-TV said it was instituting the program in order to assist and expand educational television in Maryland. The "package-staff" is to include a professor, director, writer, set designer, and announcer, and will be similar to that of a mobile unit. It will go directly to the schools and participate in story conferences, casting, and rehearsals prior to any on-camera activities, the station announced.

This plan, WBAL-TV said, is the answer to the school that cannot get into the business of broadcasting and lacks the personnel with professional know-how to take full advantage of the facilities offered.

Elaborating, Mr. Provost said time has been available for Maryland institutions which want to put on shows but that they have lacked people who knew how to do the necessary job. "We want to get Maryland colleges and universities into the television act on a sound and permanent basis as soon as possible," he said, adding that the station is "setting aside several commercial programs to accommodate the scheduling of this series in prime evening time."

Arnold Wilkes, WBAL-TV program manager will supervise the "educational creative unit." Mr. Wilkes, former instructor in speech and dramatics at Middlebury (Vt.) College, held the post of director at WRGB (TV), Schenectady, N.Y., and WSYR-TV before joining the Baltimore station.

WBAL-TV reported that 12 Maryland colleges are going ahead with plans for fall programs. Conferences have been held with the Baltimore Board of Education looking to a series of programs to start after Labor Day.

Endorsement of the program has come from Dr. H. C. Byrd, University of Maryland president, and Mrs. Eleanora B. Kane, radio-TV education specialist for Baltimore's department of education, WBAL-TV said.

*F.C.C. Notice re Non-Commercial*
*Educational Television, March 22, 1951:*

*"The need . . . was based upon the important contributions which* non-commercial *educational stations can make in educating the people both in school . . . and also the adult public, the need . . . was justified upon the high quality type of programming . . . of an entirely different character from that available on most* commercial *stations."*

***Anticipating this need, Commercial Station WBAL-TV pioneered these programs on education which are now in effect.***

### TV CAMPUS — Sunday, 6:00 to 6:30 PM

Ten leading universities and colleges each having a month in which to develop a course in cooperation with WBAL-TV's Educational Production Unit:

| | |
|---|---|
| State Teachers College | St. Johns College |
| Johns Hopkins University | Goucher College |
| University of Maryland | Morgan State College |
| Peabody Conservatory of Music | Univ. of Baltimore |
| Western Maryland College | Hood College |

(Directly from the WBAL-TV studios, program manager Arnold Wilkes, who also is director of WBAL-TV's Educational Production Unit, conducts Johns Hopkins University's first semester TV course for college credits.)

### CLASS "A" — Monday, 11:00 to 11:15 AM

A weekly series, now in its third year, of elementary school programs for entire school year, presented by the Baltimore Department of Education. Each program is *received in the Baltimore classrooms* on sets provided by WBAL-TV.

### TOWN & COUNTRY — Monday, 12:30 to 12:45 PM

Agricultural series presented by the Maryland State Department of Education in association with the Farm Bureau Federation, the National Grange, U. S. and Maryland University Departments of Agriculture.

### UNITED STATES NEWSREEL — Tuesday, 10:00 to 10:30 PM

In cooperation with the U. S. Office of Education and other governmental agencies. Official films outlining the activities of the various branches of government.

2610 NORTH CHARLES STREET **WBAL-TV** CHANNEL 11—BALTIMORE

# Seeing Ghosts?

XUM

A lot of advertisers these days are haunted — by the memory of lost opportunities in nighttime television…of shows sold out solidly by the time they were ready to make up their minds to buy.

Now they're beginning to get that feeling about daytime, too, as more and more of the choice afternoon hours vanish.

Obviously, the way to avoid this kind of worry is to get into daytime right *now*, with a good show at a good hour.

Those who've done so have found a big and profitable audience, growing all the time. The number of afternoon sets-in-use has nearly quadrupled in the past year. And you can deliver a multi-weekly daytime message on a once-a-week nighttime budget.

That brings up the fellow in the picture — Steve Allen — and what could be worse than to be haunted by him? Especially since his show more than doubled its ARB National Rating in its first five months …hitting an 8.0 in midsummer, to get a spectacular start for fall. No wonder the biggest network advertiser has bought into the show…no wonder time's running out for advertisers who prefer a success story over a ghost story any day.

**CBS television**

XUM

# WHEN TELEVISION SELLS...

FOR
W. T. GRANT CO.
IN
# SYRACUSE

M. J. SWANSON, Ad Mgr. of the W. T. Grant Co., Syracuse, says, "Our two years on WHEN have proved TV to be successful in promoting the sale of all lines. TV has been especially productive in children's wear and toys. Toy pistols, one of 12 items shown on a recent program, brought 64 sales at $2.98, the day after a single 45-second mention on WHEN."

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND GET THE FACTS ON CENTRAL NEW YORK'S BEST TIME BUYS.

THE ONLY TV STATION IN CENTRAL NEW YORK WITH COMPLETE STUDIO AND REMOTE FACILITIES

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

OWNED BY THE
MEREDITH PUBLISHING CO.

*Seated are (l to r): David Hale Halpern, radio and TV director, Owen & Chappell Inc., agency; E. K. Jett, WMAR-TV vice president; Norman S. Almony, advertising and sales promotion manager, National Brewing Co. Standing are: John J. Snyder, vice president, Owen & Chappell; Earnest A. Lang, commercial manager, WMAR-TV.*

# film report . . .

**VIEWERS** will go behind the scenes of big Hollywood studios in *Hollywood at Work*, to be produced by **B-M-D Productions**. Each of the 26 films in the series will deal with the making of a major motion picture and will feature off-set shots, stars and actual scenes from the production. First movie to be analyzed is *Blood and Sin*, **Ben Hecht's** film scheduled for **United Artists** release. Mr. Hecht wrote the TV script.

Movie and TV rights to 325 criminal case histories have been secured by **Bruce Bennett**, Hollywood actor. The case histories are records of crimes solved by **Dr. Alan Moritz** when he headed Harvard's department of legal medicine. MGM's film, *Mystery Street*, was based on his work. Mr. Bennett played the doctor in that film and will also star in the new series of half-hour TV shows.

A typographical error in the Sept. 17 FILM REPORT contradicted an advertisement on the same page. For the record, the ad was right: *Craig Kennedy, Criminologist* will be offered free to the local sponsor for a second run if the rating for the first run of 13 weeks (not 3, as we had it) does not top that of any mystery-detective TV shows in the same city at a comparable time. **Louis Weiss & Co.**, Los Angeles, is distributing.

A shaggy dog story may be forthcoming from **William F. Broidy Productions**, now that **Rin Tin Tin III**, canine star, has affixed his paw-print to a contract calling for color TV film series. **Harry Webb** will produce and direct.

New effects are possible when the film producer makes use of a Research Camera Council crane, according to **Fred Niles**, TV director at **Kling Studios**, Chicago. Kling recently purchased such a crane from **Paramount** and is reported to be the first producer in the Midwest to use one for TV film commercials and shows. . . . Kling has completed video spots for **Clopay**, **Freihofer's Sonny Boy** bread, **Ceresota and Hecker's** flour, **Ideal** dog food, **Thiele** meats, **Peter Pan** peanut butter, **Fehr** beer, **Brach** candy, **Glidden** paints and **Greyhound** bus.

Dinner table magic will go under the merciless eye of the camera on six TV stations soon. **George A. Bartell Assoc.**, Milwaukee, announces it has sold its series of 26 open-end *MiniTrix* to WHIO-TV Dayton, WBNS-TV Columbus, WCAU-TV Philadelphia, WXYZ-TV Detroit, WTOP-TV Washington and WABD (TV) New York. First half of each short shows the trick, second half shows how it's done.

Exclusive TV negotiating rights for scenery, costumes, props, scores and other assets have been acquired by **Edward R. Conne** and **John J. Garrity** from **J. J. Shubert**. Eight hundred properties for live or film telecasting are available from Messrs. Conne and Garrity, headquartered at Motion Picture Center Studios, Hollywood.

### Sales & Production . . .

**Snader Telescriptions Corp.**, Hollywood, has completed second series of five musical shorts featuring **Allan Jones**, singer, and five


Selling: AUTOS?
for WILBUR STREECH PRODUCTIONS
TV FILM COMMERCIALS
1697 BROADWAY, N. Y. - JUDSON 2-3816


## NATIONAL RENEWS

### Big WMAR-TV Contra

THIRD STRAIGHT annual a newal for 13½ hours per week, weeks per year on *Baltimore Su papers'* WMAR-TV demonstrat National Brewing Co.'s belief TV advertising. Baltimore bre ing firm (National Bohemian a *National Review*, with Bailey G as m. c., two-hour sports, varie quiz show 12 hours a week (Mo Sat., 4-6 p.m.); wrestling fr Baltimore Coliseum one hour week (Tues., 10-11 p.m.), and *A ateur Time*, amateur talent c test, half-hour a week (Sat., 7-7 p.m.). *National Review* is pick up off-the-air and rebroadcast WMAL-TV Washington; wrestli by WTOP-TV Washington. N tional Brewing also sponsors abo 75 days of horseracing at lo tracks, plus local golf and bowli tournaments carries a large sp schedule.

featuring **Irv Fields Trio.** Both ries were shot in color and bla and-white.

* * *

**JERRY FAIRBANKS** Productio Hollywood, has filmed three grou of commercials for **Bendix**, **Prin Albert** and **Lyson**, **Lennen Mitchell.** . . . Fairbanks has a acquired *The Deadly Root*, an or iginal teleplay by **Herbert Perd** for its *Front Page Detective* film series.

* * *

**DICK LEWIS** Art Studios is n producing video commercials w appointment of Mr. Lewis as v president and midwest represen tive of Telepix Corp., Hollywo Studios are at 155 E. Ohio S Chicago.

* * *

**WES BEEMAN Productions**, Hol wood, is producing an untitl Western series starring **Wa Hendrix** and **Mel Swift.**

*ACTOR'S HOTEL*, a half-hour d matic show about a family's room house and their theatrical tenants first TV package to be marketed Productions for Television Inc., N. Ronzoni Macaroni Co., through E Mogul Co., bought show for WJZ-T New York, Tuesday, 10:30 p.m.


TOP QUALITY MOTION PICTURES
Since 1932
Up-to-date completely equipped New York studios
VIDEO VARIETIES CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1[illegible]

*with Spot program television:*

# *the advertiser pays less . . . the stations make more*

***Here's a price paradox*** that really pays off for *Spot program* advertisers. Consider these facts:

Spot rates for facilities are lower than network rates for the same period . . . over the same stations. Yet . . .

Stations net more when a time period is sold for a *Spot program* than when it's taken by a network show.

***The first statement*** is readily established by a simple check of rate cards. The second becomes clear when you remember that stations get about 30% of the base rate when the network sells the time; but on a Spot sale, stations receive the card rate, less agency and Representative commissions. So any way you figure it, the arithmetic is all in favor of Spot program business.

***Stations can figure, too.*** They know *Spot program* advertisers are more profitable customers. That's why they clear time more readily . . . cooperate wholeheartedly with *Spot program* advertisers.

***There are other advantages*** to *Spot program* advertising. There's the free selection of markets . . . the absence of any "must" stations or any minimum stations requirements . . . the superior quality of film compared to kinescope recordings—and many more.

***If you're planning*** to use television, ask your Katz representative for the full story on *Spot program* advertising. Ask him to figure out how much you can save—in markets of your own choosing. You'll see that in television . . .

***you can do better with Spot. Much better.***

**THE KATZ AGENCY, INC.** *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

# great radio...now great TV

## 2 major half-hour shows now available for local TV sponsorship

Here's a major development in local and regional programming—a chance for your station to get off to a flying start for the new television season. Two big-time shows are now on film for sponsorship—"Tales of the Texas Rangers" and "Dangerous Assignment." Both are well-established from NBC Radio . . . both are ideal for local accounts who want a show of top network caliber but must work with a limited budget. These half-hour shows are red-hot, so start checking your prospects now!

Write, wire, or phone today for price and audition print. *NBC-TV Film Syndicate Sales, 30 Rockefeller Plaza, New York City.*

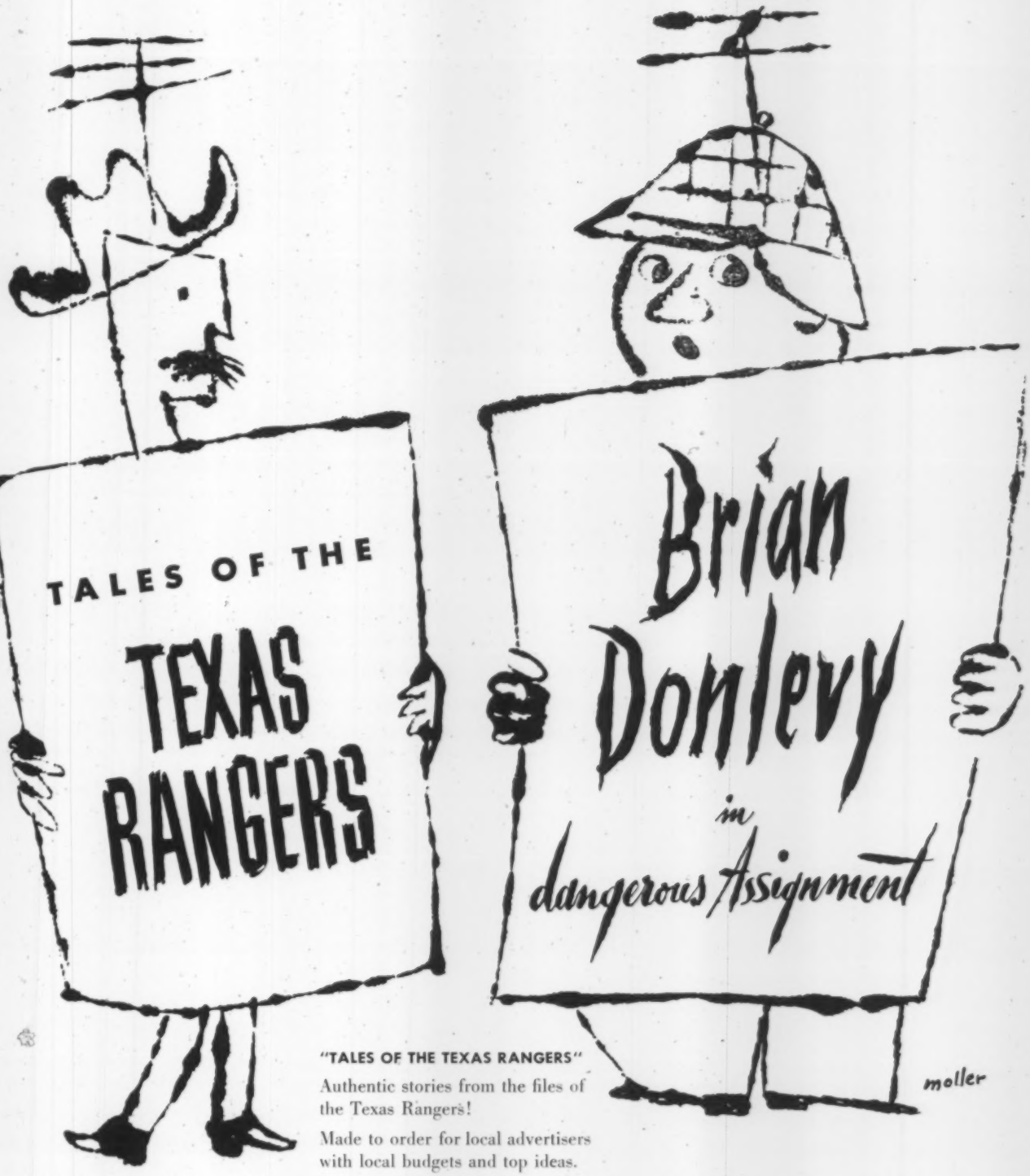
Each Half Hour A Complete Story

5 sponsor identifications through provision for:

- Opening billboard
- Opening one-minute commercial
- Middle one-minute commercial
- Closing one-minute commercial
- Closing billboard

**NBC-TV** FILM SYNDICATE SALES

30 ROCKEFELLER PLAZA, NEW YORK, N.Y.




**"TALES OF THE TEXAS RANGERS"**

Authentic stories from the files of the Texas Rangers!

Made to order for local advertisers with local budgets and top ideas.

**"DANGEROUS ASSIGNMENT"**

starring Brian Donlevy as "Steve Mitchell" international adventurer, fighting crime in a background of global intrigue.

Donlevy follows through—sells time and products!

When he "muscles in"—out goes the competition!

# NCAA'S AIM

## *Wants to Live With TV, Tug Wilson Says*

NATIONAL Collegiate Athletic Assn. is "struggling to find out how to live with TV, not closing the door on it," according to Kenneth L. (Tug) Wilson, director of athletics at Northwestern U. for 20 years, Big 10 commissioner and secretary of the NCAA. He discussed the problem of NCAA's controlled, experimental telecasts of major college football this season before the Chicago Television Council Tuesday at the opening fall session.

"We are not exercising a boycott or putting anyone out of business, but we have to find out exactly what effect TV has on attendance at major games and at small colleges, the effect of regional telecasts on a big university game, and that on gate receipts for a local game when there is a big-school game telecast nearby."

"We know we must grow and live with television," Mr. Wilson said, adding the NCAA is cooperating with the industry to the point where "no widespread TV audience will ever see as varied a program of football as this year." Westinghouse, which sponsors the telecasts on NBC, has scheduled 19 games with 29 colleges, offering nine Saturdays of games with two blackouts per area.

Results of the experimental survey being conducted by the NCAA and the National Opinion Research Center, Chicago, may disclose "that TV is not the menace we think it is, but all of our results thus far show it is," Mr. Wilson said. He said TV's adverse effect on attendance would cause lowering of athletic budgets and cutting of athletic programs, especially at smaller schools and colleges.

In earlier reports the NCAA has outlined in detail how it arrived at the conclusion that there has been between a 4-8% decline in attendance in TV areas and a gain of a like amount in non-TV areas. Sports fees paid by telecasters "do not take up the slack," he said, noting the average charge is from $1,000-$3,000 per game. "The schools lose much more than that."

### Agrees With Utley

Mr. Wilson said he would be "very unhappy" to see football games telecast only on closed circuits for theatres, agreeing with introductory remarks of NBC Commentator Clifton Utley. Mr. Utley recapped a summary of public reaction to the exclusive theatre telecasts of the Robinson-Turpin fight, about which he had commented on his WNBQ (TV) Chicago news program.

The television industry faces a "financial problem of great magnitude," Mr. Utley said. "It's hard to see how we can compete with the theatres financially once theatres are telecasting special events on a mass audience basis." Inasmuch as "no single sponsor could pay huge sports rights as well as facilities charges, maybe a partial solution would be the proposed subsidy on a pro-rata basis by TV set manufacturers who would essentially be setting up a war fund." The "only other recourse would be subscription TV, which might produce a major box office if engineering and technical problems were resolved," Mr. Utley concluded.

Council President Roy McLaughlin of ABC said the next luncheon speaker is scheduled to be Adrian Murphy of CBS Television, who would speak on the company's color system and plans.

## Boxing Ceremony

SPORTS enthusiasts in southeastern New England were able Sept. 17 to see over WJAR-TV Providence exactly what goes on at an official weighing-in ceremony of boxers in preparation for a bout. Rhode Island Athletic Comrs. brought its scales to WJAR-TV. The entire official activity was telecast during Warren Walden's *TV-Sports Page* program. Norman Gittleson, TV sales and promotion manager at WJAR-TV, said that this was the first time that Rhode Island televiewers were able to watch this professional boxing ritual.

## *MEXICAN OUTLET*

### *Asks Relay in Texas*

REQUEST from XELD-TV Matamoros, Mexico, for permission to establish an experimental 5-w relay station in Brownsville, Tex., on 140 mc with directional antenna has been received by the FCC.

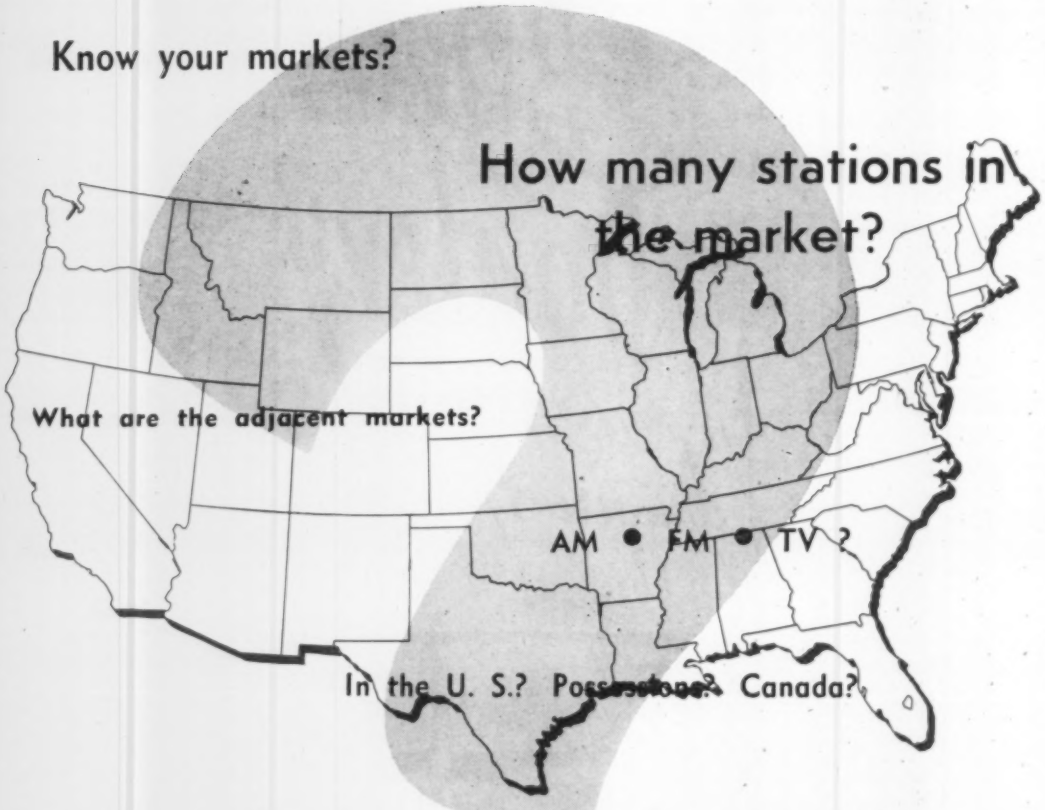
Application from the San Antonio law firm of Foster, Lewis & Langley explained that XELD-TV is powered by its own diesel engine whereas Brownsville—across the Rio Grande—uses Central Power & Light Co. power. It is necessary, the request stated, to have a relay to synchronize the electrical impulses of the diesel engine with that of Central Power.

Plan is to connect the station with Central Power & Light lines in the near future, the application stated. Until then a relay is required, it said.

Station also is expected to ask FCC for permission to run a studio-transmitter link between Brownsville and Matamoros.

This is believed to be the first TV relay request the FCC has received involving a foreign TV station.

Meanwhile, ABC has asked FCC for permission to transmit its TV programs to XELD-TV and other Mexican TV stations. FCC some weeks ago approved such an arrangement for CBS [BROADCASTING • TELECASTING, Sept. 3].


Visualize markets with this big 25" x 35" outline map. Every radio—AM • FM • TV—station in the United States and Canada

Key tool for productive sales planning. Use it for presentations, to demonstrate coverage, plot network and spot campaigns. Takes ink like your letterhead.

Prices

Single Map $1.00

5 copies—$ 4.50 25 copies—$20.00
10 " — 8.50 50 " — 37.50
100 copies—$70.00

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National Press Building
Washington 4, D. C.

Send _____ maps to the undersigned.

I enclose _____. Please bill ☐

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*Television Station*

# WLTV

*Atlanta, Georgia*

*owned and operated by Broadcasting Inc.*

*announces the appointment of*

*Harrington, Righter & Parsons, Inc.*

*as their national representatives*

*Effective October 1, 1951*

Advertising succeeds with **continuity.** Continuous advertising in Printers' Ink develops a **cumulative impact** that creates a vivid picture of your station and market in the minds of the leading **buyers of advertising** and helps you sell more advertising.

FOR FINEST TAPE RECORDING
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USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE.— LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
Operation available by suitably mixing units in rich Magnecorder cabinets.
For new catalog — write
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

# FCC actions

SEPTEMBER 21 THROUGH SEPTEMBER 27

| | | |
|---|---|---|
| CP-construction permit | ant.-antenna | cond.-conditional |
| DA-directional antenna | D-day | LS-local sunset |
| ERP-effective radiated power | N-night | mod.-modification |
| STL-studio-transmitter link | aur.-aural | trans.-transmitter |
| synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours |

STA-special temporary authorization CG-conditional grant

*Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.*

## September 24 Decisions . . .

BY THE COMMISSION

**Request Denied**

**WABD (TV) New York City**—Denied request to commence equipment tests on Ch. 5 at Empire State Building, New York City, with 16.7 kw visual ERP.

BY THE SECRETARY

**KEPH Ephraim, Utah**—Granted license for noncommercial educational FM station; Ch. 205 (88.9 mc); 10 w.

**WBBB-FM Burlington, N. C.**—Granted license for FM station; Ch. 266 (101. mc); 3.8 kw; ant. 410 ft.

**WFIN-FM Findley, Ohio**—Granted license for changes in FM station; Ch. 263 (100.5 mc) 8.2 kw; ant. 240 ft.

**WLEA Hornell, N. Y.**—Granted license for AM station; 1480 kc 1 kw.

**WACB Kittanning, Pa.**—Granted license for installation of new trans.

**WKBS Oyster Bay, N. Y.**—Granted authority to operate from studio located 327 New York Ave. in Huntington, N. Y., for period beginning Sept. 30, and ending in no event later than Nov. 30, 1951.

**WWRL New York, N. Y.**—Granted CP to install new trans. at present location of main trans. on 1600 kc 1 kw for aux. purposes only employing DA.

**WHIZ Zanesville, Ohio**—Granted CP to change trans. and studio locations and make changes in ant. system; cond.

**KLVC Leadville, Colo.**—Granted mod. CP to make changes in ant. and ground system and change type trans.

**WTOC-FM Savannah, Ga.**—Granted mod. CP for extension of completion date to 3-18-52.

**WKIN Kingsport, Tenn.** — Granted mod. CP to change type of trans. and make changes in ant. system.

Following were granted mod. CP's for extension of completion dates as shown: WLEU-FM Erie, Pa. to 12-19-51; WLCS-FM Baton Rouge, La. to 12-19-51; KCBC-FM Des Moines, Iowa to 10-24-51.

## September 24 Applications . . .

ACCEPTED FOR FILING

**Modification of CP**

**KWHK Hutchinson, Kan.**—Mod. CP authorizing change in frequency, power, hours operation etc. for extension of completion date to May 28, 1952.

**WLEU-FM Erie, Pa.**—Mod. CP new FM station for extension of completion date.

**WLBJ-FM Bowling Green, Ky.**—Mod. CP authorizing changes in FM station for extension of completion date.

**WBZ-FM Boston, Mass.**—Mod. CP FM station to change ant. height above average terrain from 495 ft. to 446 ft. etc.

**License for CP**

**KOB-TV Albuquerque, N. M.**—License for CP, as mod., new TV station etc.

**WJWL-FM Georgetown, Del.**—License for CP new FM station.

**AM—1230 kc**

**KWRN Reno, Nev.**—CP to change from 1490 kc to 1230 kc.

**License Renewal**

Following stations request license renewal: WWPB-FM Miami, Fla.; WATG-FM Ashland, Ohio; WRFS (FM) Alexander City, Ala.

## September 25 Decisions . . .

ACTION ON MOTIONS

By Hearing Examiner J. D. Bond

**Circle Bcstg. Corp., Hollywood, Fla.**—Granted petition for leave to amend application to specify 1320 kc in lieu of 1260 kc, to submit engineering data and to make changes in stockholders, officers and directors and for removal of application, as amended, from hearing docket.

**WFEC Miami, Fla.**—Granted petition for continuance of hearing from Oct. 1 to Oct. 16, in Washington in proceeding re his application.

By Hearing Examiner Basil P. Cooper

**WLIZ Bridgeport, Conn.**—Granted petition for continuance of hearing from Oct. 12 to Oct. 15 in Washington in proceeding re its application.

By Hearing Examiner James D. Cunningham

**Luke H. Wetherington, New Bern, N. C.**—Granted motion for continuance of hearing from Oct. 8 to Nov. 14 in Washington in proceeding re his application and that of Eastern Carolina Broadcast Co., Greenville, N. C.

By Hearing Examiner Fanney N. Litvin

**WTOD Toledo, Ohio**—Ordered that further hearing in this proceeding be scheduled for Oct. 4, 1951, in Washington.

**Lakewood Bcstg. Co., Dallas, Tex.**—Ordered that further hearing in this proceeding be scheduled for Oct. 8 in Washington.

By Hearing Examiner Leo Resnick

**WJDX Jackson, Miss.**—Granted revised petition for continuance of hearing from Oct. 1 to Dec. 4 in Washington in proceeding re its application and that of WGGA Gainesville, Ga. Also, WJDX was granted petition for leave to amend its application to submit a revision of proposed program material. And on petition authorized depositions of 25 of the persons listed to be taken at Mississippi State College, Starkville, Miss., on Nov. 9; before Mrs. H. E. McLeroy, Notary Public, and at Office of County Agent, Court House Building, Raymond, Miss., on Nov. 10; before Mr. E. A. Knight, Notary Public, and at Studio "B," WJDX Jackson, Miss., on Nov. 12.

# MEYERS ELECTED

## Heads Chicago Radio Club

HOWARD B. (Howdee) Meyers, sales manager of WMAQ (NBC) Chicago, was elected president of the Radio Management Club there Wednesday at the first luncheon meeting of the fall season. Frank Baker, radio-television director of Reincke, Meyer and Finn, was named first vice president.

Working with them will be George Clark, Chicago manager of John E. Pearson Co., second vice president; Florence Neighbors, media director, Goodkind, Joice and Morgan, secretary; Marion Reuter, timebuyer, Young and Rubicam, treasurer. New trustees for two-year terms are Jim Thompson, Chicago manager, O. L. Taylor Co., and Carroll Marts, midwest manager of Mutual. Holdover trustees with another year of service are Charles (Chick) Freeman, sales manager of WLS, and Carol Perel Colby, timebuyer, Arthur Meyerhoff.

Russell Tolg, radio-television director of BBDO and retiring second vice president of the group, took charge of the meeting in the absence of retiring president Art Harre, general manager of WJJD. Mr. Tolg suggested the membership consider possibility of a merger with the Chicago Television Council.

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SERVICE DIRECTORY

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COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
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Offices and Laboratories
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*Member AFCCE**

**JAMES C. McNARY**
*Consulting Engineer*
National Press Bldg., Wash. 4, D. C.
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*A 43-year background*
*—Established 1926—*
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**A. D. RING & CO.**
*26 Years' Experience in Radio Engineering*
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There is no substitute for experience
**GLENN D. GILLETT**
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982 NATL. PRESS BLDG. NA. 3373
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CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

**Craven, Lohnes & Culver**
MUNSEY BUILDING DISTRICT 8215
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**McIntosh & Inglis**
710 14th St., N.W.—Metropolitan 4477
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**RUSSELL P. MAY**
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

**WELDON & CARR**
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1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
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**E. C. PAGE**
CONSULTING RADIO ENGINEERS
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WASHINGTON 5, D. C.
*Member AFCCE**

**MILLARD M. GARRISON**
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

**KEAR & KENNEDY**
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
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**A. EARL CULLUM, JR.**
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HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

**WILLIAM L. FOSS, Inc.**
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

**JOHN CREUTZ**
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P. O. Box 32 AR 4-8721
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*Quarter Century Professional Experience*
Radio-Television-
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TOLEDO 9, OHIO
Telephone—Kingswood 7631

*Member AFCCE**


**By Hearing Examiner H. B. Hutchison**

**West Florida Bcstg. Service, Fort Walton, Fla.**—Granted petition for leave to amend its application to incorporate therein personal sworn financial statements of H. French Brown, James C. O'Neal and Tom C. Miniard, dated, respectively, Aug. 23, July 26 and July 28.

**Vacationland Bcstg. Co., Ft. Walton, Fla.**—Granted in part petition for thirty-day continuance of hearing, now scheduled for Sept. 25 in Washington in proceeding re its application and that of West Florida Bcstg. Service; hearing continued until further order.

## September 25 Applications . . .

**ACCEPTED FOR FILING**

**License Renewal**

Following stations request renewal of license: KOLT Scottsbluff, Neb.; WARK Hagerstown, Md.

**APPLICATION RETURNED**

**KXLO Lewiston, Mont.**—RETURNED application for assignment of license from William G. Kelly to Central Montana Bcstg. Co.

## September 26 Decisions . . .

**BY THE COMMISSION EN BANC**

**Hearings Postponed**

The Commission postponed from Nov. 26 to Feb. 25, 1952, the start of its hearing on allocation of frequencies and promulgation of rules and regulations for proposed theater television service. The time for filing in this proceeding has been correspondingly extended from Oct. 26 to Jan. 25, 1952.

**CP to Replace CP**

**WMVO Mount Vernon, Ohio**—Granted CP to replace expired CP which authorized new Class B station on Ch. 229 (93.7 mc); ERP 3.2 kw on site to be determined.

**WFMZ-FM Allentown, Pa.**—Granted CP to replace expired CP which authorized new Class B FM station on Ch. 264 (100.7 mc); ERP 20 kw; ant. 290 ft.

**To Remain Silent**

**WSKB McComb, Miss.**—Granted extension of authority to remain silent for an additional period of 60 days from Sept. 25, pending sale of station by trustee in bankruptcy.

**BY THE SECRETARY**

**KOB-TV Albuquerque, N. M.** — Granted STA for increase in vis. trans. output power from 4.26 kw to 5 kw.

## September 26 Applications . . .

**ACCEPTED FOR FILING**

**Modification of CP**

**WGAF Valdosta, Ga.**—Mod. CP new AM station for extension of completion date to Nov. 1.

**KLIX Twin Falls, Idaho**—Mod. CP, as mod., authorizing change in frequency, increase in power, etc., for extension of completion date to Nov. 1.

**WFMT (FM) Chicago, Ill.**—Mod. CP new FM station for extension of completion date.

**License for CP**

**WJPR Greenville, Miss.**—License for CP authorizing change in frequency, increase in power etc.

**KSRV Ontario, Ore.**—License for CP authorizing change in frequency, increase in power etc.

**AM—1480 kc**

**KLVL Pasadena, Tex.**—CP to change from D to unl. with 500 w-N 1 kw-D DA-N.

**TV—Ch. 10**

**WTTV (TV) Bloomington, Ind.**—Mod. CP AMENDED to change ERP from 43.2 kw vis. 21.6 kw aur. to .314 kw vis. .157 kw aur. and change ant. system etc.

**License Renewal**

Following stations request license renewal: WCUM Cumberland, Md.; WLOH Princeton, W. Va.; WBML-FM Macon, Ga.; WMAQ-FM Chicago, Ill.; WLBJ-FM Bowling Green, Ky.; WFMA (FM) Rocky Mount, N. C.; WJW-FM

*(Continued on page 111)*

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## Help Wanted

### *Managerial*

**Unusual** opportunity for good commercial manager or general manager of small market station interested in advancement. Write Box 893K, BROADCASTING.

### *Salesman*

**Immediate opening** with exceptional opportunity for experienced time salesman as field representative for firm supplying local radio stations with program service. Expenses plus commissions and bonus. Weekly earnings exceed $300.00. Applicant must be personable, dependable, have car and be free to travel. For New York City interview, write Box 854K, BROADCASTING and enclose photo.

**Salesman** with car. Southwest city of more than 200,000. A real opportunity for an ambitious, sober man who wishes to establish himself permanently in the fastest growing market in U. S. Salary and commission commensurate with ability. Mail experience and references for interview. Box 5L, BROADCASTING.

**Man with** broad radio background for position as account executive in small market station. Salary and commissions on current accounts now more than $100 weekly. Box 10L, BROADCASTING.

**Salesman-announcer,** experienced in single station market. Attractive base salary, commission, living conditions and climate. Excellent future opportunity. Box 485, LaJunta, Colorado.

**Salesman**-possible promotion to commercial manager if ability proven. Salary plus commission. No draw. Car furnished on job. Good man can earn $5,000.00 annually or more depending on effort. Consider applicants southwest only. Permanent. KFRD, Rosenberg, Texas.

**Going increased power,** need another salesman, drawing account and commission. Excellent section of Idaho. Write, references KIFI, Idaho Falls, Idaho.

**Aggressive** time salesman. Independent station. Good proposition for experienced salesman. Also salesman who can sell his own western DJ show, aggressive salesman who knows how to sell. High commission against draw. J. Eric Williams, WGAT, Utica, N. Y.

**Salesman**—male or female, independent Berkshire station. 15% commission, $75.00 a week guarantee. Contact Nicoll, WNAW, North Adams, Mass.

**We want** an experienced salesman (not high-pressure) for a very profitable non-competitive market. $80 weekly guarantee plus liberal commission for the right man. Send complete details immediately to WRCO, Richland Center, Wisconsin.

### *Announcers*

**Northern New England** 5 kw station needs seasoned newsman. Assist news editor. Capable gather, edit, broadcast local news. Good future permanent man. Experience, qualifications first letter. No discs. Box 1L, BROADCASTING.

**2 combo men** needed immediately for 250 watt southwestern Virginia station. No loafers. $60.00 to start. Box 16L, BROADCASTING.

**Combination man** with first phone, immediate opening, daytime station, Michigan. Box 57L, BROADCASTING.

## Help Wanted (Cont'd)

**Morning man.** 5000 watt net affiliate. A super-Hooper, personality breakfast, platter man. Opportunity unlimited if you've got what we want. Send audition, Hooper-ratings, business and personal references in first letter. Box 47L, BROADCASTING.

**Top independent** southeastern market has opening for announcer with general all-round ability. Well above average salary schedule for responsible man. Three or more years experience required with good business and personal references. Send audition with commercial spots, five minute news and disc jock. Replies confidential. Box 91L, BROADCASTING.

**New York State** independent wants experienced announcer. Sixty dollars, 48-hour week. Disc or tape with first letter. Also want a news editor. Box 101L, BROADCASTING.

**Immediate opening.** Staff announcer. Michigan 1 kw net affiliate. RCA console. Experienced news, ad lib. Ship disc, references. Box 104L, BROADCASTING.

**Combination** announcer-engineer wanted. Fine opportunity. Salary starting $75.00. Box 105L, BROADCASTING.

**Announcer-engineer,** experienced. Salary $65.00. Contact J. B. McNutt, KBUD, Athens, Texas.

**Announcer wanted:** Good salary for right man. Must be tops on board operation as well as staff. Send full details and disc with first letter. Joe Monroe, KENT, Shreveport, Louisiana.

**Announcer** with first ticket. Must have at least one year experience, good voice and production sense. Want top-notch man with good habits and ability to get along with excellent staff. Good opportunity for right man. Salary commensurate with ability. Network affiliate (MBS) located on Oregon coast. Temperate climate, lots of hunting and fishing, good place to live with family. Send disc, photo, experience and salary expected. KOOS, Coos Bay, Oregon.

**Announcer-engineer** with first class license. 250 watt network station. Send disc, qualifications and salary requirements. KRIB, Mason City, Iowa.

**Wanted,** cowboy disc jockey artist for afternoon western music program on El Paso, Texas station affiliated with Mutual. Must be able to fill present disc jockey high standards. Our man leaving for coast to coast program. Complete details and audition disc or no consideration. Base salary plus talent fees. Address to KSET, 706 N. Mesa, El Paso, Texas.

**Combination** announcer-engineer. Emphasis on announcing. Salary commensurate with ability. Call Manager, at telephone 780 collect. WBSC, Bennettsville, S. C.

**Wanted:** Experienced, versatile announcer, strong on morning records and staff news. Good starting salary, graduated pay scale, talent. Send audition, photo, letter of qualifications including salary expected to Station WFDF, Flint, Michigan.

**Wanted immediately,** combination man with good voice and chief engineer qualifications. Air mail voice disc, minimum starting salary, full details Radio Station WHIT, New Bern, N. C.

**Announcer** with first phone license. $60 per week. WMOG, Brunswick, Georgia.

**Dual network station,** TV application, has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Miss.

## Help Wanted (Cont'd)

**Wanted:** One announcer, one engineer. Both must be capable of getting along with people. Radio Station WPRS, Paris, Illinois.

**Announcer - engineer,** first phone. WWGS, Tifton, Ga., Phone 921.

Wanted: Experienced staff announcer. Send audition and resume immediately. WWPG, Palm Beach, Florida.

**Wanted:** Announcer-engineer with first class ticket. Experience desired but not necessary. 1 kw daytime station going on air about November First at Taylorville, Illinois. $70 per week. Car necessary. Send disc and qualifications. Roger L. Moyer, Clark Theatres, Louisiana, Missouri.

### *Technical*

**Engineer** or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

**Transmitter engineer** needed at once. AM-FM with TV prospects. Car necessary. Experience not necessary. Box 48L, BROADCASTING.

**Wanted,** AM control operator for 5 kw station located south central New York State. Box 56L, BROADCASTING.

**Wanted:** Four combination engineer-announcers with emphasis on announcing. $65.00 per week 48 hours time and one half time overtime plus talent fees. Also need two experienced straight announcers. Send all details and qualifications to Box 88L, BROADCASTING.

**Wanted-Engineer,** first ticket, transmitter in studio, no car or experience required. $1.25 hour, 40 hours. W. Penna. 250 watter. Write Box 98L, BROADCASTING.

**Immediate opening.** Chief engineer. Michigan 1 kw RCA directional. Net affiliate. Excellent working conditions. References. Box 103L, BROADCASTING.

**Chief Engineer,** maintenance experience essential. Knowledge of construction helpful. Excellent starting salary, with rapid advancement for right man. Send full particulars to Ken Palmer, KVER, Albuquerque, New Mexico.

**Needed immediately,** a man with first class phone ticket to handle combo job. Excellent earnings. Permanent position. Car needed. Write or wire WCDL, Carbondale, Penna.

**Wanted:** First phone or operation men. Experience not necessary. WDOR, Sturgeon Bay, Wisconsin.

**Transmitter engineer,** first ticket. 5000 watt independent station. Automobile necessary. Wire or phone WEAM, Arlington, Va. Oxford 1603.

**Transmitter engineer** for new 5000 watt 5 tower directional installation. First phone and car necessary. Excellent working conditions. Opportunity for ambitious person gain desired experience. Contact immediately S. Weyland, WENE, Endicott-Binghamton, N. Y.

**Immediate opening** for experienced engineer with first class ticket. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

**Chief engineer-announcer** wanted immediately. Must be experienced and have good voice. Permanent, good working conditions. Call collect, Ray Williams, WHIT, New Bern, N. C.

**Transmitter engineer.** Car necessary. Permanent for right man. 1000 watt newspaper affiliated ABC network station. Contact Harold White, WKTY, LaCrosse, Wisconsin.

## Help Wanted (Cont'd)

**Experienced** transmitter operator for kilowatt directional and FM. Contact Al Scott, WNDB, Daytona Beach, Florida.

**Immediate opening** in 5000 watt station for first class experienced transmitter engineer. Write to Chief Engineer, WTOC, Savannah, Ga.

### *Production-Programming, Others*

**News director, able to take** full charge of a live wire news room in a leading 5000 watt, north-central network affiliate. Must be a topflight newscaster, thoroughly experienced in local reporting, editing wire copy and be able to direct other news personnel. Reply in confidence, giving detailed previous experience, salaries, when available and attach small photograph. Box 413K, BROADCASTING.

**Excellent opportunity** at 1 kw midwest NBC affiliate for experienced copy-writer. Send samples, personal data, references to Box 15L, BROADCASTING.

**Sales promotion manager** for leading radio station representative. All replies confidential. Reply Box 67L, BROADCASTING.

**Musical director**—play piano and Hammond organ, accompany; must transpose, have repertoire, maintain station library. Fulltime job, day hours; no objection to respectable outside work. Call Program Director, WGBA, Columbus, Georgia 3-3603.

**Male copywriter with ideas.** Some announcing. Submit samples. KFRO, Longview, Texas.

**Wanted:** Experienced news man, to write. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

**Topnotch writer** for continuity directorship. No dramatic genius required; ability to turn out volume of commercial copy, supervise and efficiently run department necessary. Full responsibility and control of department to right person. Call Program Director, WGBA, Columbus, Georgia 3-3603.

## Situations Wanted

**Attorney,** congressional, radio and publicity experience desires connection with company or law firm preferably Washington, D. C. Box 86L, BROADCASTING.

### *Managerial*

**General manager** available. 18 years experience, sober, reliable. Financially sound family man. Top references. South only. Can invest. Box 25L, BROADCASTING.

**"Top billing"** salesman desires commercial manager position radio or TV preferably California, will consider other markets. Five years background radio sales, net and indie, 3 years present 50,000 watt major net station west coast. Married, family, college graduate, veteran, thorough knowledge of all radio operations. Available reasonable notice present employer. Box 42L, BROADCASTING.

**For sale:** 25 years experience in broadcast field. Engineering, sales, programming, management. Know really low cost operation and how to build volume. Want general manager's position in market 25,000 or over. Presently employed. Top references. Address Box 46L, BROADCASTING.

**Six hundred** and fifty dollars monthly brings you an experienced manager and chief engineer, who has handled three applications and granted construction permits for each. Personally constructed and managing station. UHF, professional motion picture and writing experience invaluable should you be planning TV. Available 3 days notice to present employer. Box 51L, BROADCASTING.

**Man** in industrial New England seeks managerial opening in privately owned rather then absentee owned station. Over 6 years under 3 managers. Present salary $6,000, married, 33 and believes radio is here to stay. Know selling, programming and P & L. Resume on request. Box 58L, BROADCASTING.

**Capable** of managing small operation. Announcer - engineer - salesman. Experienced. Family man, automobile, minimum $350.00. Box 63L, BROADCASTING.

## Situations Wanted (Cont'd)

**Business** minded general manager of a midwest kilowatt operation which he has taken out of the red and into solid black in less than two years wishes to step up to more responsibility, preferably in large city. Have been radio executive since 1946 in agency and station operations. 13 years in radio as manager, salesman, promotion and program man; strong on sales. Now earning $10,000 yearly. Excellent references, including present employers. Married, age 30, teetotaler. Box 69L, BROADCASTING.

**Manager**: With a record of achievement in highly competitive midwestern metropolitan field. Not a "Fancy Dan," but a sound, practical operator with a background of 12 years newspaper experience and 10 years in management of 2 recognized 5 kw network outlets. Extremely dollar conscious and strictly sales-minded. Now in newspaper field, but seek return to AM radio with established station having a man-sized job to be done and willing to pay well for accomplishment. Not interested in station skating on thin ice because I'm not a miracle man or one-shot wonder-worker. Will invest. References from prominent past employer and industry leaders as well as present employer. Go anywhere. Available 30 days notice and available for immediate interview in your office. Box 70L, BROADCASTING.

### *Salesmen*

**Salesman**, excellent sales record; draft exempt; can announce and write copy; good narrator. Box 961K, BROADCASTING.

**Salesman**, presently promoting radio and TV service to ad agencies. Technical background, suitable for all-round station work. Any area. Box 992K, BROADCASTING.

**Salesman** with 11 years radio sales experience available at once, 8 years major market, good record and top references. Phone me at Evergreen 1-6776, Cleveland, Ohio.

### *Announcers*

**Staff job** with regional NBC or CBS affiliate. Prefer combination with TV. Five years experience all phases announcing. Two years managing program directing. Six years college. 31, non drinker, married, one child. If sincerely interested will come for interview. Available on two weeks notice. Box 851K, BROADCASTING.

**Announcer-engineer**, 27. Radio school, private. First phone. 8 years Merchant Marine, Airlines. No broadcast experience. Disc. Box 955K, BROADCASTING.

**Salesman**-announcer-copywriter: radio school and college graduate. Excellent radio sales record and references. Box 962K, BROADCASTING.

**Excellent** staff man available news and DJ. Handle any board. Disc. Box 963K, BROADCASTING.

**Announcer**, experienced, ambitious, AM-TV. Strong commercials, MC, news, etc. Presently employed 50 kw NBC AM-TV. Desire change. Excellent references. Disc, photo, particulars on request. Offer? Thanks for reading! Box 995K, BROADCASTING.

**Staff announcer** with good friendly selling voice and authoritative news delivery. Experienced, responsible, can write, creator of original disc shows. Audition disc available. Box 14L, BROADCASTING.

**I'm your man:** Announcer, strong on DJ and news. Also writing, production, organist. Eight years experience. Currently free lancing NYC radio-TV. Desire relocate metropolitan or like area, prefer east. Permanent. Minimum $75 plus talent. Top level background, credits, references offer proof of ability. Disc, pix, resume available. Box 39L, BROADCASTING.

**Announcer:** 5 years experience, smooth news, now program director, want to graduate from 1000 watts. Like midwest, family man, deep voice, college. Personal interview or disc available. Box 44L, BROADCASTING.

**Topnotch** staff announcer. 4 years experience. Draft exempt. Northeast stations only. Tape on request. Box 45L, BROADCASTING.

## Situations Wanted (Cont'd)

**Announcer-operator**, 1st phone, 3 years experience, handles console, all phases. University graduate, draft exempt veteran, married, car. Present salary $65, 2 weeks notice. Box 50L, BROADCASTING.

**Announcer-program director** desires position in northeast. Ten year background. Box 55L, BROADCASTING.

**Announcer**:- Experience, go anywhere. Looking for immediate offer. Prefer night turn. Good voice and personality. Please don't reply unless interested immediately. Box 60L, BROADCASTING.

**Announcer-PD:** 32, married, mature voice, five years experience in every echelon of broadcasting. Would like permanent position offering real opportunities. Box 66L, BROADCASTING.

**Presently employed** 5 kw. Five years experience, two as "morning man." Desire advancement with something other than board work. $70 minimum. Box 71L, BROADCASTING.

**Announcer,** four years experience morning man. Background B. U., musician, trained NBC class. Family, dependable, desires permanency. Box 75L, BROADCASTING.

**Recent graduate** School of Radio Technique, desires general staff, sports play-by-play. College, married, veteran. Box 79L, BROADCASTING.

**Announcer,** all phases program copy, including news, sports, DJ, commercials, control board operation. B.A. Degree English. Vet, draft exempt. Small community desired. Box 82L, BROADCASTING.

**Sales minded** young announcer trained all phases radio and TV. Radio: DJ work, control board, news, copywriting, sales. TV: Camera, film editing, direction, production. Available immediately. Draft exempt. Box 84L, BROADCASTING.

**Announcer,** experienced, 22, draft exempt, Radio City graduate, college, operate board. Opportunity primary, salary secondary. Will travel, disc, photo. Box 85L, BROADCASTING.

**We like hillbillies!** Two hillbilly DJ's plenty of experience. Can do staff. Employed. Draft exempt. Sober. Only good deals considered. Box 90L, BROADCASTING.

**Baseball 1952**—sports announcer. 3 years baseball, A & B, live, recreated. 5 years Jr. college, high school, football basketball, boxing. 5 years radio. News, DJ, special events, board work. Married, 27, draft exempt. Minimum $400 monthly. Box 94L, BROADCASTING.

**Announcer,** staff and sports. 5 years radio. Vet, draft exempt, family. Go anywhere but next job must have long range possibilities. Disc, photo, resume upon request. Box 95L, BROADCASTING.

**3 way** combination man. 10 years announcing experience. 1st phone license. Good salesman. Expect $75.00 week for 40 hours and 15% straight commission. Southeast or southwest preferred. Box 99L, BROADCASTING.

**Announcer-sportscaster.** Married. 26. Veteran. Exempt. Strong on all sports. One year experience. Employed. Will travel immediately. Box 100L, BROADCASTING.

**Sportscaster - announcer.** Strong on news, commercials, sports, play-by-play and recreation. Thirteen years experience as football forecaster, five years newspaper feature writer and forecaster. Familiar with board. Desires midwest location. Box 102L, BROADCASTING.

**Good announcing,** newscasts. Capable, experienced, reliable. No draft. $75. Midwest. 338 S. 21st, La Crosse, Wisconsin.

**Announcer**—Five years sports, news and disc show. West preferred. Best references. Sports a must. "Gabby" Barrus, Cody, Wyoming.

**All-round announcer** wants a good job with a good station. 50 kw experience, draft exempt, World War II veteran, native of Atlanta, Ga. Love to wake 'em up and spin 'em to sleep! Semi-pro baseball experience. Available immediately. Bill Borom, 703 S. Vernon, Dallas 8, Texas.

**College graduate,** 27, desires position sportscaster and staff announcer, midwestern or eastern station carrying play-by-play sports, baseball specialty; some experience; graduate Pathfinder School of Radio; Edgar Clarke, 1222A Oak St., Kansas City, Mo.

**Announcer,** thoroughly trained. No experience. Contact through Dan Lotesto, 1649 N. Sawyer, Chicago 47, Illinois.

## Situations Wanted (Cont'd)

**Staff announcer,** married vet, draft exempt. Willing to travel. Permanency prime requisite. Proficient at news, DJ and commercial work and I know sports. College athletic background and high school coaching. Recent graduate SRT Chicago. Write Dan McHugh, 1028 S. Oakley Blvd., Chicago, Ill. or call collect Seeley 3-4685.

### *Technical*

**Chief engineer,** 20 years experience maintenance and new construction. Excellent record as chief, family, reasonable salary. Box 887K, BROADCASTING.

**Wanted:** Chief engineer's job, AM, FM, TV. Presently employed in radar. Have had experience in construction. Box 924K, BROADCASTING.

**Engineer** with first class ticket, car and some experience, available upon notice. Box 40L, BROADCASTING.

**1st phone engineer.** Draft exempt. Reliable. 4½ years experience. Single with car. Available now, make offer. Box 41L, BROADCASTING.

**Engineer** with degree and 15 years experience in radio, give all details in first letter. Box 43L, BROADCASTING.

**Permanent** position with larger station. 1st class license, 1½ years radio servicing, 1½ years 250 watt experience, studying advanced engineering course. Sincere, congenial and dependable. Desirous midwest or south. 22, married, one child. Box 49L, BROADCASTING.

**Experienced** combo man. Good voice. Especially interested in engineering. Single. Box 54L, BROADCASTING.

**Chief,** presently employed. Married, family. College grad. Exempt. 15 years broadcast experience. Ham. Desires change to progressive, established station and better salary. Prefer southeast, south. Box 59L, BROADCASTING.

**Engineer,** 1st class. Desires permanent position in north east section. Draft exempt. AM-FM experience. Union station preferred. Box 61L, BROADCASTING.

**First phone operator,** single. Will travel. Some experience in broadcasting. Desires work in the east. Box 77L, BROADCASTING.

**First phone,** inexperienced. Will try combination, draft exempt. State salary and hours. Box 78L, BROADCASTING.

**Reliable,** conscientious and practical engineer with fifteen years experience in construction, maintenance and operation of transmitters and associated broadcast equipment. Married with family. Desires chiefs position in small station or transmitter engineer in larger station. Presently employed as chief. I am not a drifter and will furnish references as well as excellent reasons for desiring to make a change. Box 89L, BROADCASTING.

**California,** 72 miles radius LA. Available immediately. Engineer, 20 months 1 kw and 5 kw transmitter experience. Seek transmitter or studio position radio. FM-TV. Graduate SRT-TV. c/o Ciafone, 59-15 Lexington Avenue, Hollywood, California.

## Situations Wanted (Cont'd)

### *Production-Programming, Others*

**Production minded** announcer, 29, seeks permanent location near Boston. Four years experience. Program manager two summers. Specialize music, children's programs. Available for personal interview Mondays. Box 966K, BROADCASTING.

**Yankee** network producer, TV writer, also 7 years announcing plus traffic. ABC station. $65 minimum. Prefer New England. Box 977K, BROADCASTING.

**Continuity girl:** Presently employed, desires change of climate. Also doing air work, traffic, general office. Manager knows of this ad. Box 988K, BROADCASTING.

**Continuity writer**-solid selling copy, experience radio and allied fields. Draft exempt male. No announcing. Box 12L, BROADCASTING.

**Retired** station manager open for program director position. 10 years experience, net and indie. Sober, reliable, family man. Handle sports play-by-play. MC work, announcing, news and farm programs. South only. Top references, can invest. Box 26L, BROADCASTING.

**News director,** specializing local news coverage; programming, farm experience. Box 52L, BROADCASTING.

**Qualified** young man (32) with first class ticket. Experienced (4 years) combination and production man, looking for program directors position. Veteran, married, one child. Excellent references. Presently employed as chief. Box 64L, BROADCASTING.

**Continuity/news editor** with unlimited productive capacity and rare news sales gathering ability wants berth at wide-awake station, preferably south or New England. Young, married, ex-service, draft exempt. Sold on security for family. Box 76L, BROADCASTING.

**Writer** eight years TV and radio station staff experience: Wants position in New York station or agency. Box 83L, BROADCASTING.

**Want opportunity** in production. Thorough knowledge records. Two years all-round experience in radio. Single, vet, exempt. Box 93L, BROADCASTING.

# Television

### *Salesman*

**TV film buyer-salesman.** 10 years experience motion picture exhibition and distribution. Box 781K, BROADCASTING • *TELECASTING.*

**Creative** sales genius, more bounce to ounce, desires position TV. Box 87L, BROADCASTING • *TELECASTING.*

### *Announcers*

**1st phone,** no experience. Desires telecast station. Married and willing to learn, also seeking permanent residence in New York. V. A. Ranieri, 1692 E. 40th Street, Brooklyn 34, New York.

*(Continued on next page)*


## WANTED : RADIO STATIONS

Experienced and responsible operators will purchase 250 to 1000 watt radio stations. Prefer single station markets but will consider other properties. Price must be realistic and market must have potential. Give full particulars and price in first letter. Will deal with principals only. No brokers. All replies will be kept strictly confidential.

**REPLY BOX 96L, BROADCASTING**

## Situation Wanted (Cont'd)

**Announcer:** Seeking television opportunity. Two years radio. Seven years show business and demonstrator background. Twenty seven, married, veteran. Employed net affiliate. Box 37L, BROADCASTING • *TELECASTING.*

*Production-Programming, Others*

**Desire position** as director community TV station. 60-70 hours TV directing experience. Varied theatrical background: featured in 3 Broadway musicals, 1 drama; writer-producer-director 32 Army shows. Family man. Prefer New England, west coast. Box 62L, BROADCASTING • *TELECASTING.*

**Experienced** ass't director-floor manager. Formerly headed own TV package firm, program-production manager at various radio-TV stations. Opportunity main interest. Presently employed. Box 80L, BROADCASTING • *TELECASTING.*

**Television production team.** Young couple. Girl women's program director, continuity chief, proven on the air personality. Man-ass't director, floor manager 12 years combined experience all phases radio-TV. Opportunity considered above all. Presently employed. Box 81L, BROADCASTING • *TELECASTING.*

## For Sale

*Stations*

**Excellent** 250 watt fulltime station in growing east coast city of 15,000. Good potential. Fine studio transmitter building with five acres of land right in city. Owners have other interests. $49,500 with $20-25,000 cash. Box 2L, BROADCASTING.

**For sale**—broadcasting stations. Leonard J. Schrader, 509½ East Green St., Champaign, Ill. Phone 9094.

*Equipment, Etc.*

**Channel two** or three RCA-TF3A three bay Bat Wing antenna immediate delivery. Box 869K, BROADCASTING.

**For sale.** Antenna tuning unit, Andrew's 49. Good condition. Best offer. Box 38L, BROADCASTING.

## For Sale (Cont'd)

**RCA TMV-75-B** field intensity meter in good mechanical condition. A bargain for someone who knows this reliable time-tested instrument. Make me an offer, or write for more information. Box 72L, BROADCASTING.

**For sale:** Western Electric 451-250 watt AM transmitter, one set tunes and crystals for 1450 kc. WBIB, New Haven, Conn.

**Western Electric,** 503B-2, 1 kw, FM transmitter. Western Electric. 126C limiting amplifier, with rectifier and meter panel. Doolittle FM freq and mod monitor, model FD-11. Western Electric, 54-A, 8-section cloverleaf antenna 500 ft. of 1⅝ inch, 51.5 ohm transmission line, Communications Productions auto-dryaire dehydrator, model 46. Contact Allen Embury, Radio Station WOSH, Oshkosh, Wisconsin.

**Limited quantity,** London library service of 340-10 inch 78 RPM discs. All instrumental selections FFRR quality. Price $175. F. O. B. New York. Write or wire for immediate delivery, Recording Associates, 113 West 42 Street, New York 18, New York.

## Wanted to Buy

*Stations*

**Wanted to buy:** A radio station in Florida. Prefer network operation. All replies held in strictest confidence. Box 36L, BROADCASTING.

**Want to buy** only AM radio station in a town of over 25,000, or one of two in a city over 60,000. Will deal directly with owner. F. F. McNaughton, Pekin, Illinois.

*Equipment, etc.*

**Wanted:** 1 kw amplitude modulated transmitter. State price, condition, age. Box 92L, BROADCASTING.

## Help Wanted

**ATTENTION D•J's**

10,000 watt southwestern NBC affiliate needs A-1 morning man. Excellent working conditions. Genial companionship. Spend winter in sunny southwest. Send tape or disc.

•

BOX 35L, BROADCASTING

*Technical*

**WANTED** operators & engineers

for affiliation with the National Association of Radio Engineers—a non-profit professional organization devoted entirely to the welfare and rights of the licensed operator and engineer.

Several state chairmen vacancies now open. Apply for information to

**N.A.R.E.**
P. O. Box 6704
Dallas, Texas

## Situations Wanted

**network PRODUCER-WRITER**

with announcing-acting background seeks same position with agency or large station. Will pay own expenses for interview if right spot open.

BOX 53L, BROADCASTING

## For Sale

Hewlett-Packard
Model 325-B
**DISTORTION ANALYSER**
New condition. Best offer.
WOAI, Post Office Box 2641,
San Antonio, Texas.

## For Sale (Cont'd)

*For Sale:* Complete television micro-wave relay system, used by stations WLW-D and WLW-C for transmitting TV programs between Dayton and Columbus, Ohio. For details write J. M. McDonald, Asst. Dir. Engineering, Crosley Broadcasting Corp., Crosley Square, Cincinnati 2, Ohio.

## Wanted to Buy

*Equipment etc.*

**WANTED**

One kilowatt transmitter and any or all equipment for new AM station, for cash. Box 97L, BROADCASTING.

## Employment Services

**EXECUTIVE PLACEMENT SERVICE**

Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

HOWARD S. FRAZIER
*TV & Radio Management Consultants*
726 Bond Bldg., Washington 5, D. C.

## Schools

**ONE OF THE NATION'S OUTSTANDING RADIO SCHOOLS**

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.

100% placement of Combination men. Veteran Approved; Housing Arranged. Write for free catalogue.

**NORTHWEST BROADCASTING SCHOOL**
531 S. W. 12th • PORTLAND, ORE.

# EQUIPMENT FOR SALE?

- equipment for sale
- need an engineer
- looking for a job
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted, 10¢ per word ($1.00 minimum)
Help wanted, 20¢ per word ($2.00 minimum)
All other classifications 25¢ per word ($4.00 minimum)
Display ads, $12.00 per inch

**Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.**

**Old Established**
**Fulltime Midwest Station**
***$125,000.00***

The only radio facility in a city of more than 40,000 with retail sales in excess of $60,000,000.00. This well established property has always been profitable and is one of the very substantial midwest independents. Valuable real estate included. Financing arranged.

**Appraisals • Negotiations • Financing**

**BLACKBURN-HAMILTON COMPANY**
*RADIO STATION AND NEWSPAPER BROKERS*

| WASHINGTON, D. C. | CHICAGO | SAN FRANCISCO |
|---|---|---|
| James W. Blackburn | Harold R. Murphy | Ray V. Hamilton |
| Washington Bldg. | Tribune Tower | 235 Montgomery St. |
| Sterling 4341-2 | Delaware 7-2755-6 | Exbrook 2-5672 |

## Aug. Network Gross

*(Continued from page 26)*

networks, according to current rate cards.

"On ABC and Mutual there has been no change in the gross time rates, but a discount of approximately 15% is to be credited to each advertiser on his net billings. For the reasons already stated, it is not possible for PIB to apply these ABC and Mutual discounts to any programs appearing on these two networks."

Accordingly, gross time sales of ABC and MBS will make better relative showings in comparison with the grosses of CBS and NBC as reported by PIB from now on than they have in the past.

Decrease in advertisers' network time purchases from June to July is also reflected in Table III, which lists the expenditures of the top ten network clients. Number one time buyer, Procter & Gamble Co., for instance, spent $1,852,777 for network time in June, but only $962,088 in July (at gross rates). Of the July toppers, seven also were included in the June list, with three newcomers—Philip Morris Co., William Wrigley Jr. Co. and Schenley Industries — replacing General Foods Corp., Colgate-Palmolive Peet Co. and Campbell Soup Co., which ranked second, sixth and ninth among network time buyers in June. Leading advertiser in each product group is reported in Table IV.

Combined time purchases of advertisers in all product groups for July and for the first seven months of the year, with 1951 compared with 1950, are shown in Table V. Then the product class grosses for July of this year are compared with the June grosses, 15 classes have lower grosses and only seven show increases—beer, building materials, confectionery and soft drinks, publishing and media, retail stores, transportation and resorts, miscellaneous.

Somewhat surprisingly, the confectionery and soft drink increased use of network time in July was due not to expanded soft drink advertising but to extensive summer campaigns launched by two gum companies, American Chicle, using five programs on ABC, and Wm. Wrigley Jr. Co., adding three CBS shows to its usual schedule. Similarly, the new transportation advertiser was not trying to attract summer vacationers but is a freight handler, North American Van Lines, which has a new program on ABC.

**EXECUTIVES of Free & Peters and representatives of WTCN-AM-FM-TV Minneapolis-St. Paul met in Minneapolis Sept. 22 for a sales conference. Taking part are (front row, l to r) Dick Jensen, WTCN national sales coordinator; Bob Ekstrum, WTCN sales manager; F. Van Konynenburg, WTCN vice president and general manager; Charles Miller, director of WTCN radio operations, and H. P. Peters, Free & Peters, New York; (rear, l to r) Bill Bryan, Free & Peters, Detroit; Art Bagge, John Erickson, Dean Milburn and Ray Neihengan, all Free & Peters, Chicago.**

## BAB POSTS

### Two Still Unnamed

SUCCESSORS to BAB staff executives Hugh M. P. Higgins and William Dignam, who have resigned Oct. 15 [BROADCASTING • TELECASTING, Sept. 24], still had not been designated late last week. Mr. Higgins resigned as BAB director and Mr. Dignam as director of information and assistant to President William B. Ryan.

Mr. Dignam announced meanwhile that upon President Ryan's return this week from the recent rounds of NARTB district meetings, he would seek to arrange his release in advance of the Oct. 15 date in order to undertake a special assignment in the radio field for which he has been retained "on an independent basis." He said that during the next two weeks he plans to complete a series of three articles on radio and some of its competitive and promotional problems.

## *ELECT WILLEM*

### *Top Post in AAAA*

JOHN M. WILLEM, Leo Burnett Co., Chicago, has been elected chairman of Board of Governors, Central Council, American Assn. of Advertising Agencies, will represent the Central Council on AAAA's Board of Directors.

Former secretary-treasurer of Central Council, Mr. Willem replaces Rolland Taylor in both offices due to Mr. Taylor's transfer from Chicago to the N. Y. office of Foote, Cone & Belding. George Reeves, J. Walter Thompson, Chicago, elected to fill Mr. Willem's unexpired term as secretary-treasurer.

## COAST OFFICE

### CBS Station Relations

CBS Radio station relations office will be re-established on the West Coast effective today (Monday) with Ole G. Morby, assistant sales manager of the Columbia Pacific Network and KNX, CBS-owned Los Angeles stations, heading operations.

As western division manager, station relations, CBS Radio Division, Mr. Morby will be responsible for field work in Oregon, Idaho, Montana, California, Nevada, Utah, Arizona, New Mexico, Colorado, and the western part of Texas. Prior to joining the San Francisco office of CBS Radio Sales in 1942, Mr. Morby was associated with McCann-Erickson in the same city for 8 years.

## Mrs. Lloyd Yoder

MRS. LLOYD YODER, wife of Lloyd Yoder, manager of KNBC San Francisco, died Wednesday. She had been hospitalized frequently with a heart ailment. Private funeral services were held in San Francisco.

## FCC Actions

*(Continued from page 107)*

**Applications Cont.:**

Cleveland, Ohio; WKRC-FM Cincinnati, Ohio.

**APPLICATIONS DISMISSED**

**KTKT Tucson, Ariz.**—DISMISSED application for assignment of CP to KTKT Inc.

**KSIJ Gladewater, Tex.**—DISMISSED application for CP to change from 1430 kc to 1320 kc etc.

### September 27 Decisions . . .

**BY THE COMMISSION EN BANC**

**James Cozby Byrd Jr. and Southernair Bcstg. Co., Spartanburg, S. C.**—Designated for consolidated hearing in Washington on Nov. 13, applications of Byrd and Southernair for new stations, requesting co-channel operation on 1400 kc 250 w unl.

**WWHG and WLEA Hornell, N. Y.**—Designated for hearing in consolidated proceeding in Washington on Nov. 14, application of WWHG to change from 1320 kc 1 kw D to 1420 kc 500 w-N 1 kw-LS DA-N, and application of WLEA to change from 1480 kc 1 kw D to 1420 kc 500 w-N, 1 kw-LS DA-N.

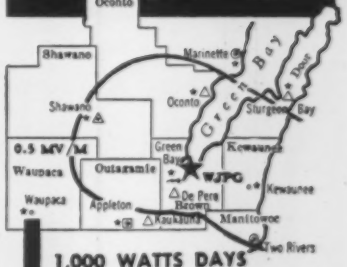
**George Basil Anderson, Rockford, Ill., and North Shore Bcstg. Co. Inc., Evanston, Ill.**—Designated for hearing in consolidated proceeding in Washington on Nov. 15, application of Anderson and that of North Shore for new stations on 1330 kc 500 w D DA; made WKAN Kankakee, Ill. and WJOL Joliet, Ill. parties to proceeding with respect to North Shore only; and KROS Clinton, Iowa and WIBA Madison, Wis. parties with respect to Anderson.

**Armando E. Santos, San Diego, Calif.**—Granted mod. CP which authorized applicant to furnish sustaining and commercial programs to XEC Tijuana, Mexico, so as to substitute in lieu thereof XEAZ Tijuana, Mexico.

**Mutual Bcstg. System, Inc., New York, N. Y.**—Granted extension of authority to transmit programs to CKLW

*(Continued on page 112)*


WJPG




**1,000 WATTS DAYS**
**500 WATTS NIGHTS**

**In Green Bay, Radio Is More Than "Just Entertainment"**
**SINCE WJPG**
**gave this concentrated well-to-do market 95 million retail sales—39 million farm income —35 million industrial income**

*"More Reason to Listen Oftener"*

We Emphasize the Exclusive and the Local.
We have the mass audience in this favorite test market
It's "PG" for news—the first and the most.
It's "PG" for sports—in one of America's most sports minded areas.
It's "PG" for listenable music

THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE

**ASK McGILLVRA**
**WJPG-GREEN BAY, WIS.-(1440 K)**

**KGW carries the weight in the Oregon Market DAY or NIGHT**

TOTAL BMB FAMILIES
From 1949 BMB Survey
DAYTIME
KGW . . . . 350,030
Station B . . . 337,850
Station C . . . 295,470
Station D . . . 192,650
NIGHTTIME
KGW . . . . . 367,370
Station B . . . 350,830
Station C . . . 307,990
Station D . . . 209,440

**KGW PORTLAND, OREGON**
**on the efficient 620 frequency**
**AFFILIATED WITH NBC**
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

## Docket Actions . . .

### FINAL DECISIONS

**Columbus, Ohio**—Sky Way Bcstg. Corp. FCC issued final decision granting application for new AM station on 1580 kc, 1 kw, daytime; conditions. Decision Sept. 27.

**Wellston, Ohio**—Stephen H. Kovalan. FCC issued final decision granting application for new AM station on 1570 kc, 250 w, daytime; conditions. Decision Sept. 27.

### INITIAL DECISIONS

**WQAN Scranton, Pa.**—Hearing Examiner Hugh B. Hutchison issued initial decision favoring denial of request for switch from 630 kc, 500 w, daytime, to 1450 kc, 250 w, fulltime. Decision Sept. 24.

**WXKW Albany, N. Y.**—Hearing Examiner Fanney N. Litvin issued initial decision favoring denial of request for modification of construction permit to change directional antenna pattern; also, in view of demonstrated interference with WHDH Boston and KOA Denver, WXKW is ordered to reduce its nighttime power from 10 kw to 1 kw. Decision Sept. 26.

**KSOK Arkansas City, Kan.**—Hearing Examiner J. D. Bond issued initial decision favoring denial of application for change from daytime only to fulltime with 100 w night on its present frequency of 1280 kc and daytime power of 1 kw etc. Decision Sept. 27.

### MEMORANDUM OPINION AND ORDER

Fort Stockton, Tex.—By memorandum opinion and order, FCC denied request of Trans-Pecos Bcstg. Co. for oral argument on its petition for reconsideration of order released Aug. 28 which denied Trans-Pecos' petition for leave to intervene and enlarge issues in matter of revocation of construction permit for KFST Ft. Stockton. Order Sept. 26.

## FCC Actions

*(Continued from page 111)*

### Decisions Cont.:

Windsor, Ont. for period beginning Nov. 14.

**Burns Avenue Baptist Church, Detroit, Mich.**—Granted extension of authority to transmit religious programs to CKLW Windsor, Ont. for the period beginning Oct. 10.

**KUMO Columbia, Mo.**—Designated for hearing in Washington on Nov. 16. application for extension of completion date from June 15 to Oct. 15 on CP for new station on 950 kc, 1 kw unl. DA, authorized June 8, 1949.

**WIBK Knoxville, Tenn.**—Upon petition, extended temporary authority to operate on 800 kc 1 kw D to Dec. 31 or until 30 days after entry of a decision by U. S. Court of Appeals for District of Columbia, which ever is shorter. In event that said appeal has not been terminated by Dec. 31, petitioner may apply for further extension of temp. auth.

The following stations were granted renewal of licenses for the regular period: WAYB Waynesboro, Va.; WBLT Bedford, Va.; WCVA Culpeper, Va., WGKV Charleston, W. Va.; WVEC Hampton, Va.; WVVW Fairmont, W. Va.; WARK Hagerstown, Md.; WCUM Cumberland, Md.; WLOH Princeton, W. Va.; WBCC Bethesda, Md.; WWOD-FM Lynchburg, Va.

**WJVA South Bend, Ind.**—On petition of WJVA, ordered applications for renewal of license and transfer of control designated for consolidated hearing in Washington on Oct. 29.

**KCIJ and Frequency Bcstg. System, Inc., Shreveport, La.**—Denied petition to reconsider and set aside order of May 16 which designated for hearing application for license to cover CP, and application for assignment of CP of KCIJ to Frequency Bcstg. System and grant same without hearing. Further ordered that hearing in this proceeding be held in New Orleans commencing Oct. 24.

**KTXC Big Spring, Tex.**—Denied petition for reconsideration of Commission's action of March 14, designating for hearing application for renewal of license of KTXC, and for grant of same. Further ordered that hearing in this proceeding be held in Big Spring commencing Oct. 30.

## Non-Docket Actions . . .

### AM GRANTS

**Norfolk, Va.**—Rollins Bcstg. Inc. Granted 1050 kc, 500 w, daytime. Estimated construction cost $19,990. Rollins is also licensee of WRAD Radford, Va. Granted Sept. 26.

**WOOK Silver Spring, Md.**—Granted switch from 1590 kc to 1600 kc, 1 kw, daytime only and change in transmitter site from Silver Spring to Rockville.

**KEPO El Paso, Tex.**—Granted increase to nighttime power from 5 kw to 10 kw with 10 kw daytime on 690 kc and make changes in nighttime DA; engineering conditions.

### TRANSFER GRANTS

**KOLT Scottsbluff, Neb.**—Granted assignment of license to new partnership of L. L. Hilliard and Ruth K. Hilliard d/b as Hilliard Co. Former partner, Russell A. Hand, sold his 1% interest to L. L. Hilliard for $1,000. Granted Sept. 21.

**KGPH Flagstaff, Ariz.**—Granted assignment of license from Flagstaff Bcstg. Co. to Frontier Bcstg. Co. to effect change from partnership to corporation. Granted Sept. 21.

**KXOX Sweetwater, Tex.**—Granted assignment of license from Sweetwater Radio Inc. to Radio & News Inc., parent company. Granted Sept. 18.

**WKYB-WKYC (FM) Paducah, Ky.**—Granted assignment of license from Paducah Newspapers Inc. to WKYB Inc. for $17,400.19 cash and $114,460.15 in bonds to be adjusted. News corporation is controlled by the Paxton family, who also control Paducah Newspapers. Granted Sept. 26.

**WREV-AM-FM Reidsville, N. C.**—Granted acquisition of control Reidsville Bcstg. Co. Inc., licensee, by William M. Oliver Sr., present 50% owner, through purchase of other 50% for $3,500 plus certain obligations from C. R. Oliver Sr. Granted Sept. 26.

**WHLN Harlan, Ky. and WNVA Norton, Va.**—Granted acquisition of negative control Blanfox Radio Co., licensee of both stations, by R. B. Helms and Jack T. Helms who increase their stock interest to 50% through issuance of four shares (6.25% interest) to J. T. Helms as payment for $2,001.90 obligation. Granted Sept. 26.

**KBUC Corona, Calif.**—Granted assignment of license from Elmer J. Bucknum and 15 limited partners to Mr. Bucknum and 12 limited partners for $5,885.02. Granted Sept. 26.

**WOW-AM-TV Omaha, Neb.**—Granted transfer of control Radio Station WOW Inc., licensee, from Francis P. Matthews and six other stockholders to Meredith Engineering Co. for $2,525,000. Meredith Engineering is subsidiary of Meredith Pub. Co. and owns WHEN Syracuse, N. Y., and has TV applications pending for Albany and Rochester, N. Y. [BROADCASTING • TELECASTING, Aug. 13]. Granted Sept. 26.

## September 27 Applications . . .

### ACCEPTED FOR FILING
### Modification of CP

**WFNC Fayetteville, N. C.**—Mod. CP to change frequency, power etc. for extension of completion date.

**KRNT-FM Des Moines, Iowa**—Mod. CP new FM station for extension of completion date.

### License for CP

**KPAM Portland, Ore.**—License for CP new AM station.

**WDOR Sturgeon Bay, Wis.**—License for CP new AM station.

**WHOS-FM Decatur, Ala.**—License for CP new FM station.

**WCOS-FM Columbia, S. C.**—License for CP new FM station.

**KWAR Waverly, Iowa**—License for CP new non-commercial educational FM station.

### TV—Ch. 5

**KSD-TV St. Louis, Mo.**—CP to increase ERP from 16 kw vis. 8 kw aur. to 100 kw vis. 50 kw aur. etc.

### APPLICATION RETURNED

**KDKD Clinton, Mo.**—RETURNED application for license renewal.

## New Applications . . .

### AM APPLICATIONS

**Montrose, Pa.**—Montrose Bcstg. Corp., 960 kc, 1 kw, day; estimated construction cost $17,506.95; first year operating cost $16,500; revenue, $16,500. Montrose Bcstg. is organized as a non-profit, non-stock corporation. Principals are President W. Douglas Roe, executive secretary Montrose Bible Conference; Secretary Arthur W. Kuschke, vice president F. E. Parkhurst Insurance Inc., Wilkes-Barre; Treasurer Lynn L. Rider, retired accountant, and four others. Filed Sept. 26.

**Lamesa, Tex.**—Citizens Bcstg. Co., 1360 kc, 1 kw, day; estimated cost $19,250; operating cost $30,000; revenue $40,000. One-fifth partners are E. J. Watkins, owner real estate firm; David R. Worley, general manager KTFY Brownfield, Tex. and ¼ owner New Frontier Bcstg. Co. (applicant for new AM station in Seminole, Tex.); Bruce C. Zorns, vice president Brownfield State Bank & Trust Co. and Yoakum County State Bank; John A. Flache, farmer and theatre manager; Hubert F. Nelson, radio sales and service business. Filed Sept. 26.

**Denver, Col.**—New York Technical Institute of Cincinnati, Ohio. 1380 kc, 5 kw, day; estimated cost $33,615; operating cost $75,000; revenue $85,000. Applicant has also filed for a new AM station in Cincinnati. Filed Sept. 25.

### TRANSFER REQUESTS

**WLAD Danbury, Conn.**—Transfer of control Berkshire Bcstg. Corp., licensee, from Robert J. Doran, John C. Doran and John P. Previdi to James B. Lee through sale of 75% interest for $30,000. Mr. Lee is president of Frank H. Lee Co., hat manufacturers, and part-owner Nutmeg State Bcstg. Co. which has applied for TV station in Waterbury, Conn. Filed Sept. 24.

**KHAS Hastings, Neb.**—Transfer of control Nebraska Bcstg. Co., licensee, from Fred A. Seaton to Fred A. Seaton and two members of his family, Fay N. and Richard M. Seaton, through sale of 46% interest for approximately $15,100. Whereas Fred Seaton now owns 69%, he and his father and brother will each own 23% after transfer. Filed Sept. 24.

**WJHO Opelika, Ala.**—Assignment of license from old partnership to new one including Miles H. Ferguson d/b as Opelika-Auburn Bcstg. Co. Mr. Ferguson pays other partners $7,500 plus for his ¼ interest. Filed Sept. 24.

**KMCO Conroe, Tex.**—Assignment of license from partnership d/b as Montgomery County Bcstg. Co. to Montgomery County Bcstg. Co. Inc., a new corporation owned by same partners. Filed Sept. 24.

**KWRN Reno, Nev.**—Acquisition of negative control Nevada Radio-Television Inc., licensee, by Donald W. Reynolds through purchase of 50% interest from 100% owner Kenyon Brown for $1,250. Mr. Reynolds is majority owner of Southwestern Pub. Co. which owns KFSA-AM-FM Ft. Smith, Ark., KBRS Springdale, Ark., and has applied for TV stations in Tulsa, Oklahoma City, Las Vegas and Little Rock; he owns part of KHBG Okmulgee Okla., KAKE Wichita, Kan. and WIKK Erie, Pa.; he is also part-owner of Erie Television Corp., applicant for a TV station there. Filed Sept. 25.

**WGAD Gadsden, Ala.**—Assignment of license from General Newspapers Inc. to Coosa Bcstg. Co. Inc. for $46,000 plus. Principals are President W. Curtis DeLamar (60%), publisher The Gadsden Times; Secretary-Treasurer Sara DeLamar (30%), housewife; Vice President Mary June DeLamar (10%), student. Filed Sept. 26.

**WSBB New Smyrna Beach, Fla.**—Assignment of license from old partnership to new partnership d/b as Beach Bcstg. Co. James D. King Jr. and Walter T. Slattery retain their ½ interest. Roland Jordan Jr. buys J. G. Cobble's ½ for $5,000. Filed Sept. 26.

**WCAZ Carthage, Ill.**—Transfer of control Superior Bcstg. Service Inc. to Zola N. Compton through purchase of 100% interest from Chicago Title & Trust Co., executor and trustee of estate of her deceased husband, Robert E. Compton, for $25,450. Filed Sept. 26.

**WMUS Muskegon, Mich.**—Assignment of license from George H. Cross, receiver, to Greater Muskegon Bcstg. Inc. No consideration. Assignment is by operation of law pursuant to discharge of receiver in bankruptcy. Filed Sept. 26.

**KCRV Caruthersville, Mo.**—Assignment of license from Pemiscot Bcstg. Inc. to partnership owned by same stockholders, Pemiscot Bcstrs.

**KRON-FM-TV San Francisco, Calif.**—Transfer of negative control Chronicle Pub. Co., licensee, from Kathleen Y. Thieriot and Nion R. Tucker to Charles Thieriot and Phyllis M. Tucker through appointment of latter as new trustees of 25% each. No monetary consideration. Filed Sept. 26.

**WPMP Pascagoula, Miss.**—Acquisition of control Crest Bcstg. Co., licensee, by Hugh O. Jones, present stockholder, through purchase of 568 shares for $568. Filed Sept. 27.

## Box Score

SUMMARY THROUGH SEPTEMBER 27

*Summary of Authorizations, Stations on the Air, Applications*

| Class | On Air | Licensed | CPs | Cond'l Grants | Appls. Pending | In Hearing |
|---|---|---|---|---|---|---|
| AM Stations | 2,297 | 2,279 | 123 | | 278 | 114 |
| FM Stations | 651 | 561 | 101 | *1 | 9 | 2 |
| TV Stations | 108 | 87 | 21 | | 516 | 171 |

* On the air.

* * *

# FCC roundup

*New Grants, Transfers, Changes, Applications*

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA



RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

*Address inquiries to Placement Director*
RCA INSTITUTES, INC.
*A Service of Radio Corporation of America*
350 W. 4th St., New York 14, N. Y.

## ANA Spotlight

*(Continued from page 24).*

vision and validation of media studies, and (5) to foster whatever other research as may further the science of advertising and marketing. Media studies supervised under the new plan may include broadcast media as well as the printed media which formerly were the exclusive area of the foundation's attention.

ARF membership fees will range from $150 to $2,000, based on advertising expenditures, agency billings or income from sales of advertising space or time. The expanded foundation will not provide research services, it was emphasized, but will help only in the direction, planning or examination or research done by the usual professional research organizations.

Marion Harper Jr., president of McCann-Erickson, answered "Is Adertising Suffering From Over-Production?" by saying the question is comparable to asking if too many ideas are being produced. The function of advertising, he said, is to produce new ideas and to effect action on them in competition with other ideas; that advertising is not capable of over or under supply.

Increase in radio advertising has been the greatest, he pointed out, having gone up 184% in dollars and 75% in hours since 1940.

"A 12-Year Cycle of Advertising Expenditures" presented by M. L. McElroy, vice president of ANA, indicated that advertising expenditures for member companies have risen 2¾ times, while sales have increased 3¾ times. He also found that a greater part of selling expenses is now given to advertising, indicating greater dependence on advertising in the total marketing job.

Members reported that, whereas production by government contract has increased, product shortages have risen only slightly. The defense program has affected relatively few budgets, but more than half the organizations have altered budgets as a result of rising advertising costs, Mr. McElroy said.

About 70% of the companies expect a rise in sales during 1952 and 20% expect to equal their present volume, while 50% expect to increase their budgets. Advertising budgets will remain, he reported, at essentially the 1951 level.

The final program feature, sponsored by the Advertising Council under the chairmanship of Fairfax M. Cone, board chairman for Foote, Cone & Belding, was "America Is at War Today." William R. Baker Jr., president of Benton & Bowles; Henry G. Little, vice president of Campbell-Ewald Co., and Robert R. Mathews, General Foods Corp. advertising director, presented ways advertisers could participate in the battle of ideologies.

CBS correspondent Hottelet, who flew back from Germany to address the advertisers, received prolonged applause for his description of communist propaganda methods.

Describing youth rallies held in Berlin, he explained the techniques used there as "a staple diet of daily propaganda."

The Kremlin now uses U. S. advertising methods, he said, for propaganda—backed by police.

**Power of Persuasion**

"The power of persuasion, the knack of simple appeal, repetition and the all-out campaign are employed on a scale which even America has never known," he said. "Propaganda and hate have been raised to the pitch where open war seems the logical and inevitable next step in history."

Formal dinner for ANA delegates Tuesday evening had stage show entertainment planned and produced by ABC.

Sessions closed with a luncheon Wednesday at which C. D. Jackson, president of the National Committee for Free Europe, on leave from *Fortune* magazine, described the work of Radio Free Europe.

RFE, he said, has adopted American advertising and sales techniques — including singing commercials—for the business of selling America. That technique, he added, is one of the real reasons for the impact of RFE and is building hope against the psychosis of dispair.

"We are reaching our audience," he assured ANA, and the U. S., once very close to becoming a nation of "so-whatters," is realizing, he feels, a new surge that will counteract the fanaticism of communism in Europe.


*When It's* **BMI** *It's Yours*

*Another BMI "Pin Up" Hit—Published by Algonquin*

**(It's No) SIN**

***On Records:*** **Four Aces—Victoria 101; Eddy Howard — Mer. 5311; Arthur Prysock — Dec. 27769; The Four Buddies—Savoy 817; Billy Williams Quartet—MGM 11066; Sammy Kaye—Col. 39567; Four Knights—Cap. 1806; Savannah Churchill—Vic. 20-4280; Al Morgan—Dec. 27794.**

BMI

**BROADCAST MUSIC INC.** 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.


## West Answers

*(Continued from page 24)*

based on the most commonly accepted, objective, and independent data available, he said. Time span of the report was based upon members' needs and pertained to radio only since the advent of television, in order to avoid the complexities of wartime and postwar growth of radio.

Comparisons between the value of radio and other media were not made, it was explained, because evaluations would have been too subjective to be of worth.

The studies also did not purport to furnish specific information on differences of television's effect on different programs and stations, the president remarked. "The impact of television undoubtedly has not been uniform for all radio programs at a given hour, for all radio stations in a given city, or for all radio networks," he said, adding that members' own research sources could be used to gauge the extent of those differences.

"It should hardly be necessary to reaffirm the interest of the ANA in the sound progress of all advertising media," Mr. West emphasized. Proclaiming the mutual interest of advertisers and media to have effective communication channels available under the free enterprise system, he concluded, "for this reason particularly, the ANA regrets that its following of a traditional practice in issuing the series of radio studies has been the cause of misgivings in radio circles, and hopes that this statement may contribute toward a realization of the true and proper purpose of these reports."

## Telestatus

*(Continued from page 92)*

focused, with not too much contrast," Dr. Foote advised. He favors light in the viewing room, but not placed so it reflects on the tube.

* * *

## Rate Card No. 8 Issued By WPTZ Philadelphia

WPTZ Philadelphia last week issued a new rate card, this one No. 8, effective, today.

New WPTZ rate structure calls for a one-time rate of $1,500 per Class A hour of program time; $1,125 per Class B hour and $750 for Class C.

Announcements are set at $300 each in Class A time, $225 in Class B, and $135 for Class C.

## H. Reid Smith

FUNERAL services for Henry Reid Smith, 29, who died Sept. 15 following a heart attack, were held Sept. 17 in his home city, Bloomington, Ind. Mr. Smith was program director for WJBF Augusta, Ga.

## JONES AGENCY

### To Carry On, Ad Says

DUANE JONES, president of Duane Jones Co., ran full-page newspaper advertisements in the New York *Times* and *Herald-Tribune* last Thursday, assuring his friends that he is remaining in the advertising agency business, despite the recent changes in his company.

Preceding the announcement of the ad on Thursday, Mr. Jones appeared Tuesday as principal speaker at a meeting of the Assn. of advertising Men in New York.

He told the group that he was still planning to sue his ex-employees, but on attorney's advice was not revealing the grounds.

He did say that he was going to continue his agency and that he had two clients which had refused to leave him and upheld their faith in him. He expected to go on a European trip around Oct. 12 for two months and then return to work at the agency, to rebuild it.

## New WBAL Aide

APPOINTMENT of Thomas J. White Jr. as manager of news and publicity for WBAL-AM-TV Baltimore was announced last week. He has been a newspaperman since 1939. For the past year, he worked for the *Baltimore News-Post* as picture editor. The paper and the station are Hearst-owned properties.


**TRIED and PROVED for 5 YEARS**

**A Dramatized Industrial Educational Program for Employees**

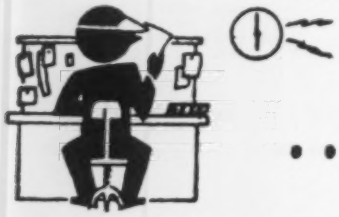
On WBRY since 1945. Just renewed on upper N. Y. station. Now available for your city. Programs run 5 minutes: Can be adapted to special local situations.

FOR AUDITION RECORDS AND INFORMATION WRITE

**WBRY**

5,000 WATTS

CBS in Waterbury, Conn.



# ...at deadline

## TRUMAN SECURITY ORDER DRAWS DISTRICT 12 FIRE

STRONG resolution condemning President Truman's security order (see story page 29) unanimously adopted Friday at closing session of NARTB District 12 in Wichita (early story on meeting page 32).

New order gives government agency heads "unassailable right to classify their own information as to its releasability," resolution said, creating "obvious danger" power may be exercised to prevent free dissemination of news. District opposed order as "violation of the public interest." District Director Jack Todd, KAKE Wichita, directed to notify President Truman of action.

Other resolutions followed pattern of previous meetings, opposing Benton Bill and endorsing BMI, BAB, Director Todd, Dr. Forrest L. Whan's speech and Wichita Kiwanis Glee Club. NARTB officials and Station Relations Dept. commended. Efforts to depreciate value of radio medium condemned.

Sales clinic conducted Friday afternoon by BAB President William B. Ryan and Lee Hart, of BAB Chicago office. Taking part were George Collison, KOCY Oklahoma City; Budd Blust, KTUL Tulsa; Dale McCoy, KFBI Wichita; Gerald Barker, WREN Topeka; Allen Page, KSWO Lawton, Okla.; Ray Jensen, KSAL Salina, and George Higgins, KMBC Kansas City.

## BASEBALL PROBE PLANS

FURTHER CONFERENCES scheduled between organized baseball executives and Justice Dept., following meeting last week between Ben Fiery, Cleveland attorney for American League, and Louis F. Carroll, New York attorney for National League, with H. Graham Morison, Assistant Attorney General in charge of Anti-Trust Division. Meetings part of four-month investigation by Justice Dept. into monopoly aspects of organized sports, with particular emphasis on exclusive radio and TV broadcasts.

## ABC CANADIAN SERIES

RADIO drama series, *Stage 52*, heard for eight years over Canadian Broadcasting Co., will be heard over ABC-Radio starting Sunday, Oct. 14, 6:30-7:30 p.m. (EST). Weekly series, described by one critic as having "best repertory group on the North American Continent" will offer Strindberg's "The Father" for its American premiere, to be followed by plays ranging from Shakespeare to original Canadian works.

## CBS-TV LEASES THEATRE

CBS Television Division leasing Monroe Theatre, former motion picture theatre at 76th and First Ave., New York, under five-year contract. Upon conversion it will be CBS-TV's 14th (and largest) studio in New York. It's to be designated "Studio 61," is slated to be ready for use by *Fred Waring Show* and two, perhaps three, five-a-week daytime programs about mid-December.

## ROGERS, DILLARD FORM GOOD MUSIC HOOKUP

NEW "good music network" between Washington and Boston to open Oct. 7 under co-operative venture started by M. Robert Rogers, vice president and general manager of WGMS-AM-FM Washington, and Everett L. Dillard, president of WASH (FM) Washington and Continental FM Network.

Five programs by Budapest Quartet from Library of Congress will be fed in October over Continental high-fidelity facilities. Carrying programs will be WWIN-AM-FM Baltimore; WFLN (FM) Philadelphia; WNYC-AM-FM New York and KE2XCC Alpine, N. J.; WGBH (FM) Boston and Yale U. campus station at New Haven. First program to be heard 3-5 p.m. Oct. 7. Backers of new hookup contend strong program distribution over networks should provide basis for FM development. Both AT&T and off-the-air pick-ups involved.

## PRO FOOTBALL TELECASTS STARTED BY DU MONT

DuMONT will telecast from one to three pro football games—utilizing 26 of 60 National Football League contests it has contracted for—every Sunday through Dec. 23. Network will be split on regional basis with 27 stations participating in coverage that will bring every National League team before cameras at least once. League championship game Dec. 23 will cap series.

First game was scheduled yesterday (Sunday) between Philadelphia Eagles and Chicago Cardinals in Chicago. Game was to be beamed to 14 cities, primarily in midwest, but like all games scheduled, was not to be shown in New York because league ruling forbids television when local team is playing.

Atlantic Refining Co. through N. W. Ayer and Brewing Corp. of America (Carling's Red Cap Ale, Black Label Beer), through Benton & Bowles and Lang, Fisher, & Stashower, Cleveland, for their respective products, will share sponsorship of all Cleveland Browns games. Atlantic and Pittsburgh local Chevrolet dealers, through Ketchum, MacLeod & Grove, Pittsburgh, sponsor all Pittsburgh Steelers games, and Atlantic alone will sponsor Philadelphia Eagles.

## DUANE JONES PLANS SUIT

DUANE JONES, president of Duane Jones Co., said Friday former advertising client would be named as defendant with nine former employes in million-dollar suit to be filed in New York next week. He affirmed his decision to remain in advertising business. He will retain part of present quarters, cutting space from 17,000 feet to 2,000. He also predicted he would start with about $1.5 million billing for coming year as compared with the $15 million he had. Although Mr. Jones did not reveal accounts he is retaining it was understood that Bonomo candy would be one of them.

# Closed Circuit

*(Continued from page 4)*

50 kw Los Angeles radio key.

WORLD SERIES will be seen in several non-TV cities. AT&T approached by number of broadcasters and theatre owners along micro-wave-coaxial routes for permission to pickup and close-circuit telecasts of baseball classic which begins Oct. 3 It will not identify its "customers," but one is KFEL Denver, which has equipment and number of sets ready for use. Another in same city is Wolfberg theatre chain [BROADCASTING • TELECASTING, Aug. 20].

WAS FCC CHAIRMAN Wayne Coy offered executive post with Ford Foundation? Story is that just before his reappointment last June offer was made by James Webb Young, consultant to foundation, but FCC chairman on very next day declined, having informed President Truman he would accept reappointment. Understood offer was for $35,000 per year with headquarters at Pasadena, Calif.

WRITERS of first drafts of NARTB television code, with one eye on legislators and other on listener reaction, proposing seal of approval for code subscribers and stiff penalties for violators.

SUCCESSOR to Leslie Harris, program manager of NBC radio, who becomes director of television and radio for Colgate-Palmolive-Peet Co. (see story page 54), expected to be executive within production department.

UNDERSTOOD number of broadcasters are interested in attending Oct. 2 meeting of LeBlanc Corp. (Hadacol) creditors, to be held in New York. Tonic firm has spent millions annually on radio.

## FCC SEES NEW COLOR TUBE

FCC'S COLOR TV engineering quadrumvirate—Broadcast Bureau Chief Curtis B. Plummer, Chief Engineer Edward W. Allen Jr., Technical Research Division Chief William Boese, Laboratory Division Chief Edward W. Chapin—saw Paramount-Chromatic tri-color tube in action Friday in New York. Earlier in week they toured RCA Victor in Lancaster, Pa., tube plant, saw also the RCA developed tri-color tube.

## TELFORD TAYLOR NAMED

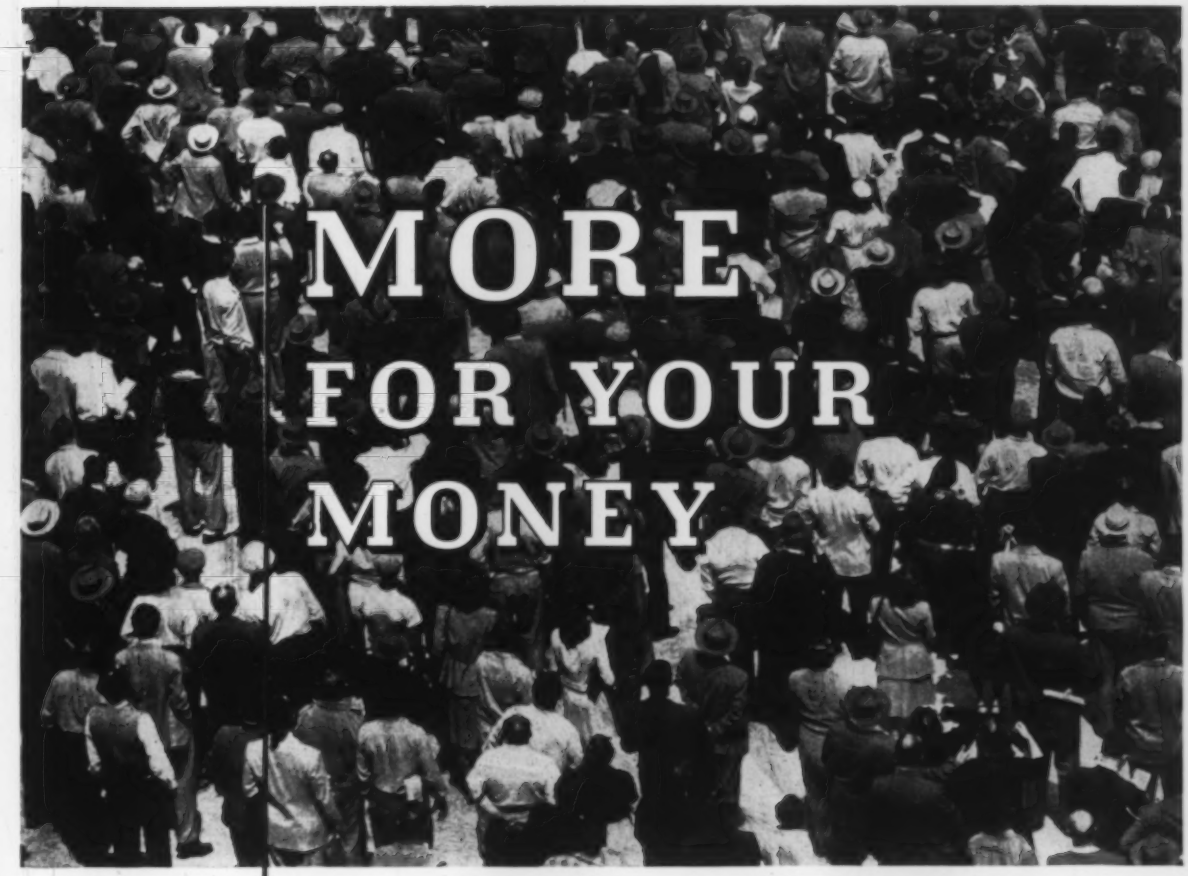
TELFORD TAYLOR, 43-year-old counsel of Joint Committee on Educational Television nominated Friday by President Truman to be administrator of Small Defense Plants Administration. He represented U. S. in prosecution of Nazi war criminals and was former FCC general counsel.

## CBS RENAMES SPOT DIVISION

RADIO SALES, CBS Radio Division's station representation unit, renamed CBS Radio Spot Sales effective today (Monday). Ralph W. Goshen, of CBS-owned WBBM Chicago sales staff, appointed account executive of CBS Radio Spot Sales.

## BRICKER SECURITY BILL

A BILL calling for repeal of President Truman's security order covering release of information by federal agencies introduced in Senate late Friday by Sen. John W. Bricker (R-Ohio) (see story, page 29).




That's what you want, isn't it? In advertising that means more sales impressions per dollar spent.

No other medium can approach radio in reaching a lot of people at low cost. In a market that is nearly 1/10th of America, one station—WLW— reaches more people more frequently and at lower cost than any other medium available.

If you're really serious about wanting more for your advertising dollar, if you're concerned about the cost of reaching people, you should see the new presentation, "What Price People?" We'll be glad to show you this factual story about—

**WLW**

**THE NATION'S MOST MERCHANDISE-ABLE STATION**